European Energy Network

A voluntary network of European energy agencies

EnR Catalogue of Best Practices in Behaviour Change

December 2025

Table of contents

About this Catalogue

This publication is an EnR study prepared by the EnR Working Group on Behaviour Change under the 2025 Presidency held by SEAI, the Sustainable Energy Authority of Ireland. This Catalogue showcases a wide range of best practices on behavioural insights in energy efficiency from 11 different agencies, demonstrating the diversity of the work of the European Energy Network, EnR. An analysis of the best practices is given, providing the main highlights and conclusions and some recommendations for consideration. The best practices were clustered into different categories. We will firstly present an overall summary of the main findings per cluster and then go into a more detailed analysis per cluster. At the end of the Catalogue you will find factsheets of all best practice projects presented.

The expressed conclusions do not imply policy positions of individual countries. The European Energy Network (EnR) or any person acting on behalf of EnR is not responsible for the use that might be made of this publication.

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Foreword

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Director of Business & Public Sector & Transport, Sustainable Energy Authority of Ireland (SEAI)
EnR Presidency 2025

In our Presidency of the EnR, the Sustainable Energy Authority of Ireland is privileged to support the work of so many involved in the development of the 2025 edition of the Catalogue showcasing best practice projects and programmes on behaviour change gathered from the national EnR member energy agencies.

The EnR Network has been in existence for over 30 years and the collaborations and great work across this critical European Network continues to grow and evolve each year. This is due to the ongoing commitment of our members. The BEHAVE 2025 Conference and the development of this Best Practice Catalogue as major milestones and deliverables of what has been a very active year. The focus of our Presidency has been to help increase the value of the network to its members and to the European Commission and we are delighted to have been progressing these aims throughout 2025.

Energy is the driver of our societies and our economies and the transition to a sustainable, climate-neutral energy future is our focus. In order to enable this urgent transition, our network members continually work with citizens, local communities, businesses and governments to identify the means by which we can initiate changes in behaviour and provide support through our programmes. The EnR members know that by sharing and collaborating, we can help all in learning and developing faster together.

I would like to sincerely thank all colleagues who have been involved in the BEHAVE Conference and in the preparation of this catalogue, in particular our colleagues from ADEME, RVO, EST, ENEA and ADENE who have led the efforts, as well as everyone who has contributed to the continued success of EnR.

We hope you will learn from this excellent catalogue and will be inspired by the many successful approaches resulting from behavioural insights.

Rebecca van Leeuwen

Senior Adviser International Cooperation Energy Innovation, Netherlands Enterprise Agency (RVO)
Chair of the EnR Working Group on Behaviour Change

As Chair of the EnR Working Group Behaviour Change, together with my co-Chair Adrianna Threpsiadi from EST (UK), we feel proud and privileged to present this third edition of the Catalogue of Best Practices – a collection of successful best practice projects and programmes on behaviour change from many of the 25 national EnR member energy agencies.

Across Europe, the transition to a sustainable, climate-neutral future depends not only on technological innovation and policy ambition, but also on the collective choices and daily actions of millions of citizens, communities, and organisations. Behavioural change – guided by insight, supported by evidence, and enabled by policy – remains at the heart of this transformation.

The 2025 edition of the **European Energy Network (EnR) Best Practices Catalogue in Behaviour Change** reflects this shared European commitment. It captures a diverse range of initiatives from across the continent that demonstrate how understanding human behaviour can accelerate the uptake of energy efficiency, renewable energy, and sustainable lifestyles. From household energy use and mobility choices to industrial processes and public engagement, these examples show the power of collaboration between behavioural science, policy design, and citizen participation.

In a rapidly evolving context shaped by the European Green Deal, the REPower EU Plan, and the growing emphasis on social resilience, behavioural approaches are no longer peripheral – they are essential. The practices presented in this catalogue highlight how European agencies, institutions, and networks are translating behavioural insights into real-world impact, empowering people to take part in the energy transition while ensuring fairness, inclusion, and long-term effectiveness.

This edition also underlines the importance of learning from one another. By sharing what works, and why, we strengthen Europe's capacity to act collectively and intelligently. The EnR network continues to serve as a vital platform for exchanging knowledge, harmonising approaches, and scaling behavioural solutions that respect local contexts while advancing shared European goals.

A special thanks to colleagues Alice Rayner and Adrianna Threpsiadi, EST (UK) to Mariagiovanna Gaglione, ENEA (Italy) and to Sofia Cordeiro, ADENE (Portugal) who significantly contributed to the analysis and writing of this catalogue. Thank you also to all those member agencies who contributed with best practices in behaviour change from their countries.

We hope you will enjoy reading this catalogue and be inspired by the many successful behavioural insights approaches presented here.

1 Introduction

Following the success of the previous editions of the EnR Best Practices Catalogue published in 2021 and 2023, this edition provides a collection of inspiring case studies gathered from 11 EnR member countries namely: Austria, France, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Netherlands, Portugal and Spain. We have collated an updated set of 31 new case studies with recent examples of programmes delivered by the members of the European Energy Network and 5 updates of case studies featured in earlier editions.

The Catalogue has been prepared within the EnR Working Group on Behaviour Change. This group currently has 19 of the 25 EnR members, including a few observers outside of EnR, and is open to potential new members. The groups' main objectives are as follows:

- **Keep members up to date** on the latest policy developments and the latest work of other relevant networks;
- **Capacity building and enhancing the knowledge** of EnR members on the topic of behaviour change;
- **Raise the profile of behaviour change among policy stakeholders**, so that behaviour change is considered more systematically within the energy policy design and implementation process;
- **Strengthen cooperation with the Technology Collaboration Programme (TCP) USERS Group and other relevant networks**.

Sharing information and experiences among members is important for learning from each other's successes and achievements and being inspired by the approaches and techniques used by other energy agencies across Europe. Sharing knowledge enables policy implementers to stay up to date with the latest research and best practices in the field of energy efficiency behaviour change. The field is constantly evolving, so by exchanging information about the learnings from the programmes we deliver, implementers can stay up to date with the latest practices.

In summary, sharing knowledge on resource efficiency behaviour change programmes between implementers is essential for learning from each other's experiences, promoting collaboration, staying up to date with the latest research, and building a strong network. By doing so, members of the European Energy Network can enhance the effectiveness and impact of their programmes and contribute to a more sustainable and energy efficient future.

2 Methodology

To gather the case studies featured in this catalogue, we developed an online questionnaire to capture relevant information about the behaviour change programmes delivered by the members of the European Energy Network. We asked members to provide details and specific examples of the programmes they deliver, along with details about their aims and expected outcomes. We asked members to provide information on all types of behaviour change programmes, without restricting the responses to a particular theme or topic, in order to ensure we collected a diverse range of programmes, that used a variety of techniques and approaches. We also asked members to indicate whether the projects are monitored and if so how.

The initiatives presented in the Catalogue demonstrate the importance of considering monitoring and evaluation in behaviour change programmes, as well as of using appropriate tools to conduct this.

After the responses were collected, they were organised based on their common themes, techniques and approaches, into the following six clusters:

1. Education and awareness campaigns;
2. Use of apps and digital tools;
3. Citizen participation and community engagement;
4. Enabling access to services or infrastructures;
5. Nudges and incentives;
6. Promotion of the use and adoption of sustainable new technologies.

The best practices were then analysed by a small sub-committee consisting of members ADENE (Portugal), ENEA (Italy), EST (UK) and RVO (the Netherlands) to identify the key lessons learnt, the successful strategies used, and innovative approaches that have led to positive outputs.

A number of these best practices were presented at an online EnR webinar on 20th November on local approaches to behaviour change from AEA (Austria), CRES (Greece) and SEAI (Ireland). In addition, some innovative approaches from ADEME (France), ENEA (Italy) and RVO (the Netherlands) were presented in a special EnR session at the BEHAVE 25 conference on 12th December 2025 in Paris.

Many of the best practices are also included in the case study library within the Forum for Local Action on Energy Efficient Behaviour (the Energy Behaviour Forum), a knowledge sharing platform for local and regional authorities. This library is constantly evolving, and readers can refer to it to see new content between editions of the EnR Catalogue of Best Practices.

3 Overview of programmes

Upon analysis of the case studies, 6 overarching categories (clusters) are proposed to organise a total of 31 new best practices and 5 updates from previous catalogues. Many of the best practices fall under more than one category, though each tends to have a "primary" category, under which we grouped it for the purposes of the Catalogue.

The six clusters are described below and in the next sections:

Education and awareness campaigns

The most popular category; this encompasses projects and programmes whose primary aim was to educate or raise awareness.

Digital apps and tools

Projects or programmes which use digital tools or apps to help encourage positive environmental and energy saving behaviour.

Citizen participation and community initiatives

Projects and programmes embedded in the community, where citizens might participate (e.g. through co-design) or be actively involved.

Enabling access to services or infrastructure

These projects focused on facilitating citizen access to services (such as energy advice) or infrastructure.

Nudges and incentives

These projects used traditional behavioural levers, such as nudges, incentives or rewards, to encourage behaviour change.

Promotion and adoption of sustainable technologies

These projects used techniques to promote and encourage uptake of sustainable technologies.

3.1 Education and awareness campaigns

Education and awareness campaigns play a pivotal role in shaping energy behaviours by combining practical guidance with behavioural insights. These initiatives operate across diverse contexts, from supporting businesses in identifying efficiency opportunities to mobilising large organisations and influencing policy frameworks. They aim to overcome behavioural and structural barriers through strategies such as participatory approaches, emotional engagement, and framing benefits like cost savings, comfort, and health improvements. By linking energy efficiency to broader social outcomes, these campaigns help create a compelling case for action.

Key learnings show that awareness alone is insufficient. Programmes succeed when they embed behavioural science, continuity, and enabling environments. Coaching and tailored support help organisations act on insights, while repeated messaging and social norm activation reinforce behaviour change. Emotional and identity-based engagement fosters motivation, and systemic approaches that connect energy efficiency with well-being strengthen impact. Overall, the education and awareness campaigns demonstrated how the combination of awareness-raising actions, financial incentives, and the promotion of sustainable technologies can concretely contribute to achieving the energy efficiency targets set by the member states.

3.2 Digital apps and tools

Digital apps and tools have proven to be powerful enablers of behaviour change by combining accessibility, personalisation, and participatory design. Across the four case studies in this cluster, we see examples of tools which leverage simple and engaging interfaces that encourage behaviour change by allowing individuals to calculate and understand their carbon and water footprints, and by providing users with interactive and engaging climate content. Digital platforms can also be used to support policy goals by using participatory games to capture citizens' preferences and trade-offs, to feed into policy-making. Similarly, digital toolboxes can allow stakeholders to select and implement behaviour change mechanisms depending on their policy needs and wider context.

Common themes include the importance of transparency and trust (open data and methodologies), and of the integration of behavioural insights to enhance the success of these tools. These tools not only educate users but actively involve them in decision-making, helping to empower citizens, increase engagement in energy efficiency, and ultimately lead to behaviour change across different contexts.

3.3 Citizen participation and community initiatives

Community initiatives and citizen participation are vital for creating inclusive, trusted pathways toward climate resilience and energy transition. These projects demonstrate diverse approaches; including local one-stop-shops, advisory networks, participatory planning guides and co-creation pilots, that empower citizens and stakeholders to shape solutions.

Common strategies include fostering trust through proximity and transparency, using structured frameworks to simplify complex processes, and leveraging behavioural insights such as social norms, active listening, and peer influence to increase engagement and participation. Initiatives often combine physical and digital platforms, focus on vulnerable or hard-to-reach groups, and integrate cross-sector collaboration between municipalities, industry, and civil society.

Lessons learned highlight the importance of early engagement, inclusive design, and coordination to avoid duplication while amplifying impact. When communities are equipped with knowledge, tools, and meaningful opportunities to participate, they become active agents of change. This engagement increases citizens' acceptance of climate measures, improves energy literacy, and strengthens social cohesion.

3.4 Enabling access to services or infrastructure

The best practices included in this cluster demonstrate how practical access to tools and services, combined with behavioural insights, can unlock sustainable change. Use of coaching and social support was shown to help households reflect on consumption habits and adopt long-term lifestyle changes; while simplifying access to expert advice through fully funded audits, helped businesses to overcome barriers to reducing energy use. Free trials of electric vehicles (EV's) were also shown to reduce perceived risk by offering businesses a cost-free trial of EV's and chargers, supported by surveys and telematics to shift attitudes and build confidence. Making advice and support accessible, through visual imagery, has been shown to support vulnerable households to better access services that they might otherwise be excluded from. Together, these examples illustrate how lowering practical and psychological obstacles, through incentives, inclusive support, and hands-on experience, enables participants to access new technologies and practices that might otherwise be out of their reach, thus supporting more take-up of sustainable behaviours.

3.5 Nudges and incentives

Nudges and incentives are powerful tools for shaping energy and mobility behaviours without imposing mandates. They work by making sustainable choices more visible, attractive and rewarding. The examples in this cluster show how nudges and prompts can help make energy efficiency behaviour easier and more habitual, and this can, in turn, influence social norms; thus amplifying the impact of behavioural changes. Recognition and rewards are also strong

motivators for both individuals, and businesses, to act. For businesses, incentives that enhance their brand image and green credentials, have been shown to be strong levers for behavioural change. Research confirms that low-cost nudges, like visual reminders or multilingual guides, combined with financial or reputational rewards, can deliver measurable savings and accelerate adoption of sustainable practices. Together, these approaches highlight that incentives and nudges can be strong levers for behaviour change.

3.6 Promotion and adoption of sustainable technology

Promoting and adopting sustainable technologies requires more than technical solutions – it depends on behavioural engagement, affordability, and trust. Across these initiatives, strategies ranged from large-scale energy retrofits and renewable integration in residential areas, to accelerating the roll-out of heat pumps through innovations that support installers, and schemes that provide efficient appliances to vulnerable households. Others focused on enabling flexibility in electricity use and fostering community energy models, while some tested social marketing to overcome informational barriers to home upgrades. Common lessons include the need to pair technology with clear communication of benefits, financial incentives, and practical support; and to address behavioural and cultural factors that influence adoption. Additionally, involving key actors, such as technicians and local champions, in the design and delivery can increase the success of programmes designed to promote the uptake of new technology and solutions. These examples show how sustainable technology uptake can succeed when solutions are user-centric, inclusive, and supported by behavioural insights and community engagement.

4 Analysis of monitoring approaches

Evaluating the energy savings and wider social impacts resulting from behavioural changes is essential for monitoring progress toward objectives. However, measuring the effectiveness of informative campaigns on real-life outcomes represents a complex challenge. The initiatives presented in the Catalogue demonstrate the importance of considering monitoring and evaluation in behaviour change programmes, and of using appropriate tools to conduct this.

In some initiatives featured in the Catalogue, quantitative methodologies have been used to estimate energy saving. In a few cases, energy audits were carried out to track the actual use of newly adopted technologies. In other cases, qualitative methods, such as questionnaires, interviews, and meetings with stakeholders and beneficiaries, were used to understand both the impacts of the actions and the engagement level of targeted groups; as well as to evaluate behavioural changes in energy use over the medium- and long-term.

The challenging task of assessing and monitoring the effectiveness of awareness and behavioural campaigns is compounded by the absence of a shared European-level methodology for measuring both impact and actual energy savings. The diversity of approaches adopted across Europe makes it difficult to consistently compare the results of different initiatives or campaigns.

Accurate measurement and monitoring of results are crucial to ensure sustainable long-term effects, support national energy transition processes, and achieve mutual climate goals.

Within the EnR Working Group on Behaviour Change we plan to explore developing a shared, harmonious European approach to monitoring during the coming years.

5 Conclusions and Recommendations

5.1 Key Success Factors

Across all best practices, the need to balance technical solutions with behavioural strategies was apparent; as technology alone rarely drives change. Indeed, we need people, businesses and communities to change their behaviour to help accelerate the energy transition. The best practices showcase inspiring examples of using behavioural insights to improve behaviour change programmes and campaigns.

While many of the case studies consisted of Education and Awareness campaigns, these programmes did not simply tell people what to do; instead they used behavioural principles such as keeping information simple, making it accessible, and making energy saving behaviours attractive, fun and social (for example, through competitions) to encourage greater behavioural change.

Accessibility was shown to be important, as reaching vulnerable citizens to include them in a just energy transition is vital. This was done to great effect through visual, multilingual materials and simplified guidance.

Other behavioural principles, such as using trusted messengers (i.e. through intermediaries such as schools, social organisations, and community leaders), leveraging social norms, making energy saving behaviour fun (i.e. through interactive apps and TV shows) and disrupting habits (i.e. through carefully placed prompts) also enhanced programme effectiveness.

The best practices in the Catalogue show a good use of different platforms to successfully target different groups; such as using digital platforms to target young people, while using face-to-face one-stop-shops to engage with elderly people.

5.2 Lessons Learnt

The case studies reveal that success often depends on practical engagement and adaptability. Programmes that involved stakeholders early on and maintained open dialogue were more likely to overcome resistance and build ownership. Inclusive communication, using visuals, simple language, and culturally relevant examples, proved vital for reaching diverse audiences. Many initiatives learned that behaviour change requires ongoing reinforcement; one-off campaigns rarely sustain impact without follow-up activities and community support. Timing interventions to coincide with natural breaks or key decision points, such as school terms or seasonal energy use, amplified effectiveness. Finally, monitoring and evaluation need to be embedded from the start, as several projects struggled to quantify outcomes despite clear qualitative success.

5.3 Recommendations for Future Programmes

Future initiatives should build on the successes noted from the best practices featured in the Catalogue; and ensure that behavioural insights are embedded at their core to enhance impact. This means designing interventions and campaigns that leverage social norms, habit disruption, and situational nudges alongside technical solutions. Financial or reputational incentives can be combined with these behavioural strategies to strengthen motivation and sustain engagement.

Programmes should provide clear, actionable guidance framed in simple, visual formats, and use timely prompts at decision points to encourage desired behaviours. Education and awareness campaigns should carefully consider the intended audience, and the best channels and messengers for those audiences to enhance their impact and reach.

Finally, use of intermediaries, such as community leaders and advisors, will help deliver effective campaigns and support services, and reinforce behavioural change. Success depends on making interventions context-sensitive, inclusive, and grounded in behavioural science.

6 Factsheets

The following table summarises all the factsheets in the Catalogue, organised by cluster. Full factsheets are available in the next sections.

6.1 Factsheets | Education and awareness campaigns

Large Enterprises' Energy Efficiency Information Programme

Hungarian Energy and Public Utility Regulatory Authority (MEKH)

Description The main purpose of this programme is to inform, educate and advise energy consumers. It promotes awareness of energy-saving opportunities, available financial support schemes and qualified expertise. By providing practical information and guidance, it directly aims to shape consumer behaviour and encourage more conscious, energy-efficient consumption.

Drivers The programme is a part of Hungary's national measures to fulfil the energy-saving obligations under the EED. Since the amendment of Act LVII of 2015 on Energy Efficiency in June 2025, paragraph 21 (1) provides that any large enterprise that, in the year preceding the subject year, sold more than 15,000,000 GJ of energy to final consumers is required—either directly or through an entity belonging to its corporate group—to provide information and technical, administrative, and financial advice related to energy efficiency to energy consumers via its customer service and website.

Target group End-users, consumers; households and small businesses or commercial consumers if they are part of the customer base of the large enterprise.

Target sector Residential (households) , Business and industry (Behaviours of SMEs and large companies)

Funding The programme does not receive government funding. Large enterprises covered by the obligation finance its implementation from their own budgets

Role of the EnR agency The programme was designed by the Government.

Expected impact The programme aims to help meet Hungary's obligations under the EU Energy Efficiency Directive by supporting final energy consumers in developing more conscious and efficient energy use. It addresses the social need for greater awareness of energy-saving opportunities, access to relevant financial support, and connection with qualified experts. While there is no quantified savings target defined at the programme level, its overarching goal is to contribute to national energy savings by influencing consumer behaviour through practical information and advice

Behavioural insights The key behavioural factors considered were consumers' awareness of energy efficiency, their motivation to reduce consumption, and the practical barriers they face when planning energy-saving investments. The programme design assumes that accessible, clear and targeted information can help overcome knowledge gaps and support behaviour change. No significant insights have been gained yet, as the programme is newly introduced and implementation is still at an early stage.

Impacts and outcomes

Methodology to assess impact | As implementation is just starting, the key impact expected is increased consumer awareness and improved access to practical information, technical advice, and financial support for energy-saving measures. Over time, this should contribute to measurable reductions in household and small consumer energy consumption.

Key lessons learnt | No major lessons learnt can be reported yet, as the obligation has only recently entered into force. The Hungarian Government will monitor implementation and assess whether further guidance or supporting measures are needed to ensure effectiveness and consumer engagement

Replicability | If proven effective, this model of mandatory consumer information and advisory services could be extended to other sectors or smaller energy suppliers. Lessons learnt could also inform similar obligations or voluntary programmes in related areas of sustainable consumption and climate action.

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SEAI Energy Academy

Sustainable Energy Authority of Ireland (SEAI)

Description Designed in 2019 with Ireland's leading energy and e-learning experts, the Energy Academy gives access to high-quality, on-demand energy training. Allows businesses and individuals to discover the skills needed to start their energy efficiency journey. Educational and awareness focus across a wide range of sustainability topics in different sectors; it is suitable for business energy efficiency, transport sector, and for homeowners and business staff who wish to avail of upskilling in energy efficiency, climate action, transformational change, decarbonisation, and renewable technologies.

Drivers The Energy Academy has been created to engage, educate and enable SMEs on their decarbonisation journey. Part of a national programme administered by SEAI, the EA provides an easily accessible online learning platform for businesses and individuals, using a non-technical format and interactive short modules which aim to educate and promote the use of renewable technologies, to demystify decarbonisation and energy efficiency facts for businesses, and to highlight the climate action targets that all participants can work towards, as part of Ireland energy transition.

Target group SMEs and businesses who need guidance on how to start their sustainability journey, end-users.

Target sector Residential (People's behaviours in the home) , Commercial (People's behaviours in the workplace) , Public space (People's behaviours in public spaces and buildings) , Transport (Transport behaviours) , Business and industry (Behaviours of SMEs and large companies)

Funding National funds

Role of the EnR agency SEAI designed, administered, and delivered the project with the assistance of third part IT service providers and internal energy and sustainability experts. SEAI provided the content for the eLearning modules on the Energy Academy

Expected impact The project was designed to achieve:

- Upskilling for businesses and a free online learning resource for staff.
- Endorse commitment to energy efficiency and decarbonisation.
- Save energy and reduce energy costs.
  Reduce energy waste and reduce Carbon emissions

Behavioural insights It was an opportunity to use behavioural change techniques to reduce energy use and deliver cost savings. The focus was on educating and upskilling staff to implement 'quick wins' to see immediate reductions on their energy use. Individuals could also benefit from learning more about energy efficiency and gained a greater understanding of climate action targets and experienced the benefits of renewable technologies.

Impacts and outcomes

Key findings from the monitoring and evaluation | The digital platform had 11774 To registered learners. Over the past five years, the Energy Academy has garnered significant interest, with more than 11,500 users enrolling and actively participating in its offerings.

Methodology to assess impact | Monitoring was carried out through: Monthly reporting on user registrations, user log ins, course completions. User satisfaction surveys have been conducted throughout the years.

Key successes | Free educational training for individuals and businesses. Improved energy efficiency awareness for individuals and organisations.

Key lessons learnt | The SEAI Energy Academy has emerged as a pivotal force in promoting sustainability initiatives within businesses, achieving remarkable success by facilitating engagement in its courses.

Replicability | This platform can appeal to a wide range of audiences. SEAI are currently in the process of upgrading the current platform to further enhance our offering to the SME sector.

https://www.seai.ie/about/tools/energyacademy

Sustainable Energy Authority of Ireland info@seai.ie

Introduction to Energy Management training

Sustainable Energy Authority of Ireland (SEAI)

Description SEAI's free 'Introduction to Energy Management' is a lively, interactive workshop, run by expert energy advisors.

This workshop is an introduction to the topic and attendees are not required to have any pre-existing knowledge of energy management.

Drivers The initiative is in the framework of a wider SEAI business support programme, and it was designed to provide support for SMEs in understanding, developing, and completing an energy management plan for their business.

Target group The workshop is aimed at the owners, senior managers and facilities managers of small and medium enterprises who have recently started out on their energy saving journey.

Target sector Transport (Transport behaviours) , Business and industry (Behaviours of SMEs and large companies)

Funding National funds

Role of the EnR agency SEAI designed, administered, and delivered the project with the assistance of third party IT service providers and internal energy and sustainability experts. SEAI provided the content for the Energy Management Guide and Energy Management Workbook.

Expected impact The workshop will support SMEs in implementing an energy management plan provide the audience the best techniques for sustainable energy management, saving costs and protect profits.

Behavioural insights It was an opportunity to use behavioural change techniques to reduce energy use and deliver cost savings. The focus was on educating and upskilling the audience to implement 'quick wins' to see immediate reductions on their energy use.

Impacts and outcomes

Key findings from the monitoring and evaluation | Over 250 registrations by July 2025., with a target of 500 by the end of the same year.

Key successes | Free educational training for individuals and businesses. Improved energy efficiency awareness for individuals and organisations

https://www.tickettailor.com/events/introductiontoenergymanagementtrainingontradesector

Sustainable Energy Authority of Ireland info@seai.ie

Public Sector Reduce Your Use 2022-23

Sustainable Energy Authority of Ireland (SEAI)

Description SEAI and the Office of Public Works (OPW) delivered an energy awareness initiative to the public sector from September 2022 to March 2023, in response to the energy crisis resulting from the invasion of Ukraine. The core themes of the campaign were Heating, Office Equipment, Transport and Lighting. Phase 1 of the campaign in September 2022 encouraged public bodies to get ready to run an information campaign by engaging senior management support and establishing a team of volunteers. Phase 2 ran from October 2022 to March 2023 and involved the provision of weekly "packs" via our online networking platform for public bodies, where they could be downloaded by the volunteer energy teams. These packs were based on a particular action to be focussed on such as turning down thermostats. Each pack included an "Monday Message" email to be sent out to staff about the action, printable posters, a webinar on the topic and a "Weekend Wisdom" email detailing how to take action at home.

Drivers It started as a voluntary participation programme. As the crisis deepened, the programme became mandatory for public bodies, that urged to reach a target of 5-10% reduction in energy use over the winter (15% reduction for buildings). Public bodies were also mandated to undertake energy saving actions in heating, lighting, energy management and temperatures in buildings.

Target group It started as a voluntary participation programme. As the crisis deepened, the programme became mandatory for public bodies, that urged to reach a target of 5-10% reduction in energy use over the winter (15% reduction for buildings). Public bodies were also mandated to undertake energy saving actions in heating, lighting, energy management and temperatures in buildings.

Target sector Residential (People's behaviours in the home), Commercial (People's behaviours in the workplace) public sector

Funding National funds

Role of the EnR agency SEAI was involved in Project management, engagement activities through existing platforms and relationships, providing support to the Office of Public Works (who produced the majority of the content for the information packs), monitoring and evaluation.

Expected impact The project was trying to achieve a 5-10% reduction in energy use in the participating organisations over winter 2022/23.

Behavioural insights It focused to boost behaviour change in public sector staff in managing energy use at work, at home and when travelling.

Impacts and outcomes

Key findings from the monitoring and evaluation | 220 organisations signed up for the campaign, representing over 80% of the energy use of the public sector. 440 individuals registered to the networking platform– these people were the key contacts within participating organisations who distributed the materials to run inhouse campaigns.

Methodology to assess impact | A questionnaire on energy behaviours was issued at the beginning and at the end of the campaign. This was sent to the energy teams of participating organisations, who distributed it to their staff.
An additional questionnaire was issued to Energy Performance Officers; it included qualitative questions on the new measures, improvements in energy behaviours and quantitative questions on the amount of energy saved over winter 2022/23 Questions on energy savings were optional as not all organisations would have been able to measure energy saved, particularly given the short notice of the programme.
Engagement Metrics and KPI were also taken on the distributed materials and activities e.g. number of downloads, attendees of webinars and views of recorded webinars.

https://www.seai.ie/sites/default/files/reduceyouruse/public-bodies/energy-efficiency-campaig/Reduce-You-Use-Public-Bodies-Campaign-Overview-22-23.pdf

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Gigawatt – All is Energy

Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)

Description 'Gigawatt – Tutto è Energia' is a Television Series, broadcasted by LA7. It is an awareness action, as well as an interactive science communication experiment designed to make the topic of energy more accessible, to engage and stimulate public audience, with a special focus on young people. It is an innovative format for energy narrative, with an immersive approach, combining:

- Challenges between teams of young competitors, to stimulate learning by playing,
- Live scientific experiments, to demonstrate the principles of energy in a practical way,
- Popular guests, as energy ambassadors, including experts, researchers, a singer, athletes, and professionals.
- A virtual studio in augmented reality for evocative scientific settings.

Each episode aims at explaining RES, showing innovative installations and efficient technologies.

Drivers The action is promoted by ENEA, and it is a part of "Italia in Classe A" campaign, the Italian National Training and Information Program, coordinated by ENEA, on behalf of the Ministry of Environment and Energy Security.

Target group Broad public with a focus on young people/students

Target sector Residential

Funding Italian Ministry of Environment and Energy security (Emission trading funds)

Role of the EnR agency ENEA designed the series, the project has been subcontracted to a media company, but experts and researches provided scientific contents and locations.

Expected impact true full immersion in the fascinating world of energy, including valuable advice on energy efficiency for various audiences, delivered by an environmental journalist who projects herself into the studio each week as a sort of hologram. And when discussing the future, it's essential to involve those who will truly be its protagonists: that's why each episode features two teams of young innovators, male and female, high school students from diverse educational backgrounds, competing in a test of science, technology, and ingenuity at the Lazio Innova Laboratory near Rome , under the guidance of a science and environmental communicator. The program therefore aims to offer thoughtful and dynamic documentation of our present to ensure a sustainability boost for our collective future, because the path to a sustainable future is one we must build together.

Behavioural insights Positive narratives on energy transition, tips for changing behaviour at home, social innovation

Impacts and outcomes

Key findings from the monitoring and evaluation | Average reach per episode: 450.000; Engagement on social: above 1 million interactions; Audience feedback: very high thanks to the mix of scientific dissemination and entertainment.

Methodology to assess impact | Quantitative data of users; Follow up interviews

Key successes | The GIGAWATT program was a unique initiative to raise awareness among the general public on the issues of energy efficiency and sustainability with an innovative approach, promoting more informed daily choices and actions and documenting the challenges and solutions for a more sustainable future.

Replicability | he TV series will be distributed among schools, an exploitation plan is under development.

www.la7.it/gigawatt
www.italiainclassea.enea.it
https://www.media.enea.it/comunicati-e-news/archivio-anni/anno-2024/energia-enea-protagonista-del-nuovo-programma-scientifico-gigawatt-su-la7.html

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DE-Sign Urban Lab

Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)

Description Research project which promotes the regeneration of the built environment adopting new models of urban regeneration with a bottom-up approach. Focused on Cosenza in Southern Italy, the project integrates education and action to drive energy transition within marginalized areas and foster urban regeneration. At the core of the initiative is the Cosenza Urban Lab, serving as a platform for research, training, and participatory activities involving the local government, associations, and schools in the targeted neighbourhoods.

Drivers By experimenting transformative practices for sustainable regeneration, the project aims to overcome the challenges posed by energy poverty and socio-environmental concerns. It promotes a systemic vision that recognizes the interdependencies between energy, environment, and socio-cultural factors in driving transformative and participatory processes within communities.

Target group Municipalities, citizens, students

Target sector Residential, Commercial, Public sector

Funding National funds

Role of the EnR agency ENEA was responsible for designing and implementation of the project in the framework of Italy in Classe A campaign, the National Information and Training Programme of Energy Efficiency.

Expected impact The **DE-Sign project** by ENEA has generated significant and multidimensional impacts at the intersection of energy transition, urban regeneration, and behavioural change:

- **Promotion of a new cultural approach to energy**: DE-Sign helped shift the narrative around energy transition from a purely technical issue to a **social and cultural process** involving communities, institutions, and citizens.
- **Activation of territorial ecosystems**: The project fostered collaboration between local governments, schools, professionals, and citizens through urban living labs that stimulated co-design, civic engagement, and collective responsibility.
- **Capacity building and upskilling**: DE-Sign contributed to the development of **green and digital skills** across different target groups, including public administration staff, educators, and youth, aligning with national and European priorities on sustainability education.
- **Inclusive governance models**: One of the most impactful results has been the creation of **multilevel governance frameworks** that enabled local authorities to co-create energy and sustainability actions with communities, enhancing public trust and legitimacy.

Behavioural insights The DE-Sign project focuses on targeted behavioural change related to energy consumption, civic engagement, and sustainability practices. Specifically, it aims to influence the daily behaviours of citizens, public administrators, and students by fostering energy awareness, encouraging responsible energy use, and promoting active participation in urban regeneration processes. Through experiential learning, co-design activities, and human-centred approaches, the programme targets behavioural drivers such as awareness, motivation, and social norms to support a shift towards more energy-efficient and inclusive communities. The project worked with public authorities and schools to create enabling environments—through training, tools, and networks—that support long-term behavioural adoption and replication. **Behavioural triggers and feedback loops**: Interactive tools, visual dashboards, and storytelling methods were used to create moments of reflection, provide feedback on actions, and reinforce sustainable choices. By considering these behavioural factors, DE-Sign fostered a human-centred and context-sensitive approach to sustainability, capable of generating lasting individual and collective change.

Impacts and outcomes

Key findings from the monitoring and evaluation | The DE-Sign project underwent a multi-level monitoring and evaluation process that combined quantitative metrics with qualitative assessments of behavioural and institutional change. Key findings include:

- **Over 1,500 individuals** engaged across pilot areas, including students, teachers, municipal staff, energy professionals, and active citizens.
- **12 urban living labs** implemented in different Italian cities and municipalities, each tailored to local priorities such as energy retrofit, circular economy, or mobility.
- **75% of participants** reported an increased understanding of their role in the energy transition and a greater sense of agency in their communities.
- **Energy-related behaviours improved** among participants, particularly in public building users and students, as documented through self-assessment surveys and interviews.
- **Public administrations involved** developed more integrated and inclusive local energy plans, incorporating social and behavioural dimensions alongside technical solutions.
- The project created **open-source tools**, guidelines, and educational materials that are now used by schools and municipalities beyond the original pilot areas.

Key successes | While direct carbon and energy savings were not the primary focus, the project contributed to a **culture of long-term energy responsibility and shared innovation**, laying the groundwork for more effective implementation of energy policies.

Key lessons learnt | Behavioural change requires time and continuity: One key lesson is that energy transition programmes must go beyond awareness campaigns and be sustained over time to allow for deep behavioural and cultural shifts. The most meaningful changes emerged through ongoing engagement in urban labs.

- **Cross-sector collaboration is essential but complex**: Building effective partnerships between institutions, citizens, and professionals proved essential to address energy challenges holistically. However, aligning different agendas and working styles required facilitation and iterative co-design methods.
- **Institutional inertia can slow down innovation**: Some municipalities were initially reluctant to experiment with participatory approaches. The project overcame this by offering technical support, capacity-building workshops, and small-scale pilot actions that demonstrated immediate value.
- **The language of energy must be humanised**: Traditional technical language often alienates non-experts. DE-Sign succeeded in overcoming this by using creative formats—narratives, visual tools, collaborative mapping—that made energy transition accessible and emotionally engaging.
- **Place-based strategies increase impact**: Customising the intervention to local socio-cultural contexts was key. Rather than applying a one-size-fits-all model, DE-Sign adapted its tools and processes to the needs, languages, and priorities of each territory.
- If implemented again, the project would further invest in **capacity building for local facilitators** and create a **longer-term community of practice** to ensure continuity and mutual learning across territories.

Replicability | The DE-Sign model, rooted in ENEA's "Humanizing Energy" approach, has proven to be scalable and adaptable, offering a replicable methodology for cities and regions aiming to integrate energy efficiency, social inclusion, and place-based innovation.

https://italiainclassea.enea.it/laboratori-urbani/
https://italiainclassea.enea.it/de-sign

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5 Steps to Becoming a Woman Engineer | *5 passi da ingegnera*

Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)

Description '*5 Passi da Ingegnera*' is a career guidance course targeted to high schools' female students to upskill them with energy related skills and bring STEM discipline closer. The course is carried out within Italy in Class A programme and taught by energy professionals and researchers. Digital transformation and energy efficiency in traditional industrial processes; energy efficiency in civil constructions; energy efficiency and green technologies; energy efficiency and behaviour change; communicating energy efficiency; empowerment and soft skills; role modelling: these are the subjects covered in the training course.

Drivers In 2023, the gender gap in STEM remains significant, with women making up only 28% of the STEM workforce.

The presence of women in the field of energy efficiency and saving, especially technicians and decision-makers, remains very low.

Improving Gender Diversity in STEM Is Important. Gender diversity in the workplace has numerous benefits, including bringing new perspectives to STEM, filling gaps in a growing workforce with skilled workers.

Target group High school students

Target sector Education

Funding National funds

Role of the EnR agency ENEA was responsible of the designing and implementation of the project. The course is carried out within Italy in Class A programme and taught by energy professionals and researchers.

Expected impact **Empowerment of young women**: The programme has inspired hundreds of female students to reconsider their future educational and career paths, increasing their confidence in choosing STEM-related fields, particularly in the energy and sustainability sectors.

Breaking gender stereotypes: Through mentorship, storytelling, and direct interaction with female engineers, the project has actively challenged cultural and social stereotypes about gender roles in technical professions.

Fostering a culture of sustainability: Students developed a deeper understanding of energy transition, climate change, and urban sustainability, making them more conscious of their potential role in building a greener future.

Behavioural insights The project focuses on targeted behavioural change, particularly aiming to challenge gender stereotypes and promote STEM career aspirations among young female students. The programme encourages girls to envision themselves in technical and engineering roles by showcasing relatable female role models, engaging them in hands-on experiences, and fostering a sense of self-efficacy. By targeting specific behaviours such as self-perception, career choices, and engagement with scientific subjects, the initiative supports long-term cultural and educational change towards gender equity in the energy and engineering sectors.

Impacts and outcomes

Key successes | The monitoring and evaluation of the project highlighted both quantitative and qualitative impacts:

- **Over 500 female students** from high schools across **10 Italian cities** participated in the programme since its launch in 2021.
- Approximately **70% of participants** reported an increased interest in pursuing STEM careers, particularly in energy engineering and sustainable technologies.
- **90% of students** showed an improved understanding of topics related to the **energy transition**, climate change, and sustainable urban regeneration.
- Teachers and school leaders observed enhanced **self-confidence**, **collaboration skills**, and **motivation** among students.
- The programme catalysed new collaborations between schools, municipalities, local energy professionals and SMEs

- Though direct energy savings or carbon reduction were not primary targets, the programme contributed to raising awareness of behavioural change in energy use and promoted a culture of **energy responsibility and inclusion** among future citizens and professionals.

Qualitative feedback underscores the transformative value of combining **technical learning with emotional engagement, storytelling, and mentorship**. The presence of female role models in energy and engineering was repeatedly cited as a critical factor in reshaping student perceptions and aspirations.

Methodology to assess impact

- **Pre- and post-programme questionnaires** were administered to participants to assess changes in interest, confidence, and perceptions about STEM subjects and careers. These surveys included Likert-scale questions as well as open-ended responses to gather nuanced feedback.
- **Follow-up interviews and focus groups** were conducted with a sample of students and educators several weeks after the Camp, to explore lasting behavioural intentions and identify any barriers or enablers to continued engagement.
- **Observational tracking** during the Camp sessions helped facilitators monitor participant engagement, group dynamics, and responsiveness to specific activities and role model interactions.
- **Feedback forms** from teachers and mentors provided insights into the educational context and the programme's influence on classroom behaviours and attitudes.

The combination of these tools allowed for a comprehensive understanding of both immediate outcomes and early indications of sustained behavioural change, informing ongoing programme refinement and scalability.

Key lessons learnt

- **The emotional dimension matters**: Combining technical knowledge with storytelling, mentorship, and creative engagement significantly increased student participation and retention. Emotions and identity-building proved essential to behavioural change and motivation.
- **Role models are powerful**: Direct interaction with female professionals in energy and engineering was one of the most effective components. Students responded strongly to real-life examples of success that challenged prevailing stereotypes.
- **Schools need structured support**: One barrier was the lack of time and resources within schools to fully integrate sustainability and gender issues into curricula. This was overcome by co-designing the programme with teachers and offering flexible, ready-to-use modules.
- **Territorial diversity matters**: Differences in social context (urban/rural, advantaged/disadvantaged schools) required adaptive delivery formats. The project responded by tailoring content and engagement methods to local needs.
- **Building alliances enhances impact**: Collaborations with municipalities, local organisations, and professional associations helped to embed the project in local transition strategies and ensure wider relevance.

If repeated, the programme would include an extended **follow-up phase** to support students beyond the initial experience, including internship opportunities, alumni networks, and long-term mentoring.

Replicability | The success of the initiative demonstrated that a gender-sensitive, behaviourally informed approach can be an effective strategy for large-scale awareness and capacity building in energy transition.

There is strong interest from schools and institutions in other Italian regions to adopt the programme, and plans are underway to replicate and customize it according to local needs.

Additionally, collaboration with public administrations and industry partners is being explored to scale the initiative nationally, linking it to broader strategies for sustainable development and energy transition.

Digital tools and hybrid formats are also being developed to reach remote or underserved communities, increasing accessibility and impact.

Overall, the project offers a flexible and evidence-based framework with significant potential for replication and adaptation at regional, national, and international levels.

https://italiainclassea.enea.it/passi-da-ingegnera
https://italiainclassea.enea.it/camp-steam-passi-da-ingegnera

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Education and consultation agreements

Lithuanian Energy Agency (LEA)

Description The publicly announced agreements on energy consumer education and consultation are established between the Ministry of Energy of the Republic of Lithuania and energy supply companies (heat, electricity, and gas). The initiative is governed by the Law on Increasing Energy Efficiency (No. XII-2702) and the procedure for concluding such agreements, as approved by the Minister of Energy on 25 August 2017.

The goal of reaching agreements is to educate and advise consumers about energy-saving measures and solutions that influence consumer behaviour and habits, thereby increasing energy efficiency. This is a policy measure requiring energy suppliers to educate their consumers on how to adopt more energy-efficient behaviours. Energy suppliers are responsible for independently designing and implementing behavioural change initiatives. The agreements outline the types of educational activities – such as posting information on websites, organizing training sessions or public events, and providing benchmark analyses – but do not prescribe specific campaign content or formats.

The main education and consulting measures or communication channels are:

- Posting information on a website;
- Publishing information in print or media (TV/radio);
- Providing a comparative analysis for a group of consumers;
- Hosting a public event focused on energy efficiency;
- Consultation by email, online, or phone (upon consumer request);
- In-person consultation at the consumer's location;
- Lending electricity, heat meters or other measuring devices;
- Training on efficient operation of ventilation systems;
- Training on efficient operation of heating systems;
- Training on efficient operation of heat substations;
- Training on efficient operation of gas-powered systems.

Drivers The Law of the Republic of Lithuania on Energy Efficiency stipulates that education and consultation, which encourage the implementation of energy efficiency improvement measures and whose effect is a reduction in final energy consumption, are among the policy measures for increasing energy efficiency. This law also obligates energy suppliers to conclude agreements and implement education and consultation activities.

To address the energy performance gap and consumption rebound effects, a political measure of changing energy consumers' behaviour is also foreseen in Lithuania's National Energy and Climate Plan 2021-2030 as one of the energy efficiency initiatives.

Target group All final energy consumers, including both residential and business users.

Target sector Energy suppliers' final energy consumers

Funding The planned measures are implemented using the financial resources of energy suppliers, following the principle of minimal resource use, and are carried out on their own initiative.

Role of the EnR agency e Lithuanian Energy Agency (LEA), as assigned by the Ministry of Energy, verifies the energy savings achieved through the measures implemented within these agreements and manages all related documentation to ensure compliance and effective execution. Each year, LEA prepares a detailed report on the educational and consultation activities carried out by energy suppliers, including recommendations for improving policy measure, and submits this report to the Ministry of Energy. Additionally, LEA organizes meetings with energy suppliers to discuss needs for education and consultation agreements process improvement, as well as prepares guidelines for energy suppliers to facilitate implementation and reporting of measures.

Expected impact The aim of these agreements is to educate and support consumers about energy-saving measures and solutions that change consumer behaviour and habits to increase energy efficiency. Energy suppliers ensure the implementation of the scope of consumer education and advisory activities, as well as the measures specified in their mutual agreements or in agreements concluded with other parties. It is planned that, by implementing education and consultation measures and changing consumer habits, 2.77 TWh of energy will be saved by 2030.

Behavioural insights The specific behavioural targets differ for each implemented measure; however, the primary objective remains to enhance energy efficiency by influencing behaviour.

Impacts and outcomes

Key findings from the monitoring and evaluation | In 2021–2024 period, consumer consultation and education agreements have saved a total of 0.99 TWh of final energy.

Methodology to assess impact | Energy suppliers are obligated to save at least 1% of their total supplied energy per year. To determine the amount of energy saved, they must multiply the relevant measure's coefficient by the average annual energy consumption of consumers who received the education and consultation measures. These coefficients vary depending on the type of measure.The methodology for determining coefficients and calculating savings is outlined in the "Procedure for Calculating and Monitoring Energy Savings from Energy Efficiency Measures," approved by the Ministry of Energy. These coefficients are theoretical and derived from empirical studies. The savings are calculated for one year only.

Key successes | The scheme heightened responsibility of energy suppliers. Their proactive efforts to educate and consult with final energy consumers have led to a notable increase in consumer awareness. This, in turn, has fostered more efficient energy consumption practices among the energy users. Additionally, the energy saved through these measures contributes to the goals of the National Energy and Climate Plan.

Key lessons learnt | The most commonly used education and consultation measure type is "Information published on the website," and the "Comparative analysis (energy consumption) within a consumer group together with energy-saving tips provided in print" .

In order to encourage consumers to continuously follow the educational and advisory recommendations provided by suppliers, it is advisable for the supplier to repeat or remind energy saving tips several times a year. This is particularly important for influencing consumer behaviour, as actions contrary to saving energy are often performed unconsciously. Increasing the frequency of tips or using more diverse communication channels would result in greater energy-saving effectiveness, as repeated information tends to be remembered longer and is more likely to be put into practice.

Key lessons identified are the importance of early stakeholder involvement, increased use of digital tools to improve administrative processes, regular information sharing to ensure shared understanding, and prompt identification of issues.

Replicability | Currently, there are no plans to replicate the policy elsewhere, as all energy consumers are already included; however, it is reviewed and updated as needed.

All documents in Lithuanian:
Information about Education and consultation agreements on LEA's website: https://www.ena.lt/vartotoju-sk-susitarimai/
Guidelines for energy suppliers on implementing education and consultation agreements: https://www.ena.lt/uploads/SKP%20gair%C4%97s.pdf
Report on the Implementation of Measures for the Education and Consultation Agreements of Final Energy Consumers in 2024: https://www.ena.lt/uploads/PDF-EVE/SKP%20igyvendinimas/Pazyma-apie-2024-SKP.pdf
"Procedure for Calculating and Monitoring Energy Savings from Energy Efficiency Measures" approved by the Ministry of Energy: https://e-seimas.lrs.lt/portal/legalAct/lt/TAD/9281dea0bd8a11e6a3e9de0fc8d85cd8/asr

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MERCA, Managing Essential Resources in Retail through Consumption Analysis

The Energy and Water Agency (EWA), Malta

Description This project focuses on specific SMEs within NACE G, group 47.2 – Retail sale of food, beverages and tobacco in non-specialised stores. This focus group was selected in view that such enterprises are expected to have a mix of space heating/cooling equipment, refrigeration, lighting and process water.

The aim of the project is to support this sector in understanding which areas of their operations are consuming the most, both for energy and water, and guide them towards monitoring and reducing this consumption. It also aims at encouraging these companies to invest in energy efficient technology and use technical and financial support provided through this project and already existing schemes/financing mechanisms.

Drivers The project was designed to provide access on available support to fund energy efficiency initiatives and make companies aware of the accessibility of such funding.

Target group Specific SMEs staff

Target sector Business and industry (Behaviours of SMEs and large companies) with a specific focus on Retail sale of food, beverages and tobacco in non-specialised stores, commonly known as food stores, supermarkets and minimarkets.

Funding EWA Agency budget; €35,000 have been allocated in total.

Role of the EnR agency EWA designed this project from inception and worked with stakeholders to reach out to the specific sector. All the tasks undertaken under this project have been coordinated by the Agency and are under its responsibility.

Expected impact The aim is to increase awareness with business owners of the benefits that can be achieved when carrying out energy audits. During the project it was identified that such business had lack of data collection in place, therefore the project has worked on providing them with systems to help them maintain their consumption data and how to improve their energy efficiency.

Behavioural insights The project focused on raising awareness of company owners about the benefits of energy audit through coaching and training activities. Insights came from the targeted sector that made the Agency aware of companies' need of external support and guidance to uptake energy efficient projects.

Impacts and outcomes

Methodology to assess impact | The project is still in its final stages so monitoring and evaluation has yet to be carried out.

Key lessons learnt | The project recorded a change in company owners' behaviour towards energy audits and contributed to raise awareness among the sector as a whole. It was determined that this could only be done through direct coaching and training, through the implementation of energy audits approach and by targeting one specific sector at a time.

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Energy poverty and health

Netherlands Enterprise Agency (RVO)

Description In 2023 Belgium – Flanders -, the Netherlands (RVO), Ireland (SEAI), Italy (ENEA) and Greece set up an Expert Study Group under the Concerted Action EED in order to establish an overview of research done on the relation between health and energy poverty, and the health benefits of alleviating energy poverty through energy efficiency measures. This report provides an examination of the health implications of energy poverty and poor housing conditions. The work is based on an analysis of approximately 50 documents that vary from scientific research to project studies and policy plans, primarily from North-West Europe and the United Kingdom on energy poverty refurbishing houses and their impact on health.

Drivers Energy poverty has become a major topic for most Member States over the last few years, because of the steep rise in energy costs, inflation and low energy performance of buildings. Living in dwellings that can't maintain or reach adequate indoor temperatures is not only uncomfortable, it can also have negative health implications for residents. It is believed that health related problems can be both cause and consequence of energy poverty. On the one hand, living with an (chronic) illness or disability can limit people's disposable income, which leaves them at a greater risk of energy poverty. On the other hand, the effects of living in energy poverty can cause health problems or exacerbate existing ones. By establishing that there is a correlation between energy poverty and health a more integral approach is promoted and by looking at societal cost as a whole, an energy poverty approach becomes more affordable.

Target group Policymakers (all levels)

Target sector Residential, Public-sector behaviour.

Funding EU funding: Concerted Action EED

Role of the EnR agency RVO initiated the project and Belgium (Flanders) managed it. All partners evaluated the reports. Flanders and the Netherlands wrote the final report and designed the infographic that gives an overview of the results.

Expected impact The report suggests that the long-term indirect and socio-economic savings, which are challenging to quantify, could be up to ten times greater than the direct health cost savings. It emphasizes the importance of incorporating health considerations into Member States' Climate Action Plans and renovation strategies. The availability of comprehensive health data and the impacts of energy efficiency upgrades should be integral to assessing programs with multiple benefits.

Behavioural insights The target of the study is to help policymakers consider the multiple benefits of energy efficiency when financing energy projects.

Impacts and outcomes

Key findings from the monitoring and evaluation | The report suggests that the long-term indirect and socio-economic savings, which are challenging to quantify, could be up to ten times greater than the direct health cost savings. It emphasizes the importance of incorporating health considerations into Member States' Climate Action Plans and renovation strategies. The availability of comprehensive health data and the impacts of energy efficiency upgrades should be integral to assessing programs with multiple benefits. Looking at societal cost as a whole, the approach to tackle energy poverty becomes more affordable. This means that financing these projects should disregard the various financial columns of set policy domains.

Key lessons learnt | The most important take-away of this project is that there is more awareness of the impact of inferior housing and energy poverty on people's health. And policymakers are becoming aware of the need for an integral approach. RVO will carry out a follow-up on the project within the Netherlands to involve health professionals in reaching the energy poor and we are setting up research to be able to monetary quantify the health benefits of refurbishing houses.

Replicability | The project does not need to be replicated, but it needs follow-up to be able to quantify the benefits.

Energy Poverty and Health Infographic & report – CA EED
https://www.ca-eed.eu/expert-study-group-report/

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The Energy Roadshow | *Rota da Energia*

ADENE, Portuguese Energy Agency

adene
Agência para a Energia

Description The Energy Roadshow started in 2021, aligned with the European Green Deal for a greener, decarbonised Europe and a just energy transition. The project is positioning itself as the main energy literacy project in Portugal, aims to promote the adoption of sustainable behaviours and combat energy poverty. Through awareness raising and training sessions, delivered either in person or online, we bring knowledge to the public, encourage interest in energy-related topics, and highlight the role of citizens in creating a more sustainable future.

Drivers Citizens are at the centre of ADENE's mission, aligned with the European Union's vision of putting citizens at the centre of the energy transition. This can only be achieved if citizens have basic energy literacy such as understanding energy bills, the different forms of energy, the benefits of self-consumption and renewable energy communities, etc.

Target group Citizens, Students (Lower Secondary Level), Organizations/Businesses, Municipal Technicians.

Target sector Residential, Business and Industry, Commercial, Transport.

Funding The project is funded exclusively by ADENE.

Role of the EnR agency ADENE designed and implements the project.

Expected impact The Energy Roadshow aims to have a positive impact by enhancing knowledge and raising awareness about the importance of energy consumption, not only in the context of climate change, but also in providing comfort and better quality of life. While the energy transition is often framed as a technological problem, it is also a matter of social transformation. The social practices that shape energy consumption must be considered if we are to have an effective and just energy transition. This requires us to consider not only the need for appropriate infrastructure and knowledge to support sustainable practices, but also the meanings we assign to everyday actions. What is considered 'normal' is socially constructed, and reshaping the idea of what is 'normal' is essential for meaningful change

Behavioural insights Initially, the primary focus of the Energy Roadshow was on changing individual behaviours through a positive narrative to highlight the benefits of energy efficiency such as cost reduction, comfort and positive environmental impact. More recently, it adopted a social practice theory approach with a specific focus on energy-related social practices. Through this approach, the project aims to equip people with the skills and knowledge needed for meaningful climate action, while also addressing the social meanings attached to everyday activities and advocating for the infrastructure required to support sustainable practices.

Impacts and outcomes

Key successes | Number of people impacted: over 30 000, including approximately 18 500 students, 11 800 citizens, 850 municipalities' staff and 2000 business and organisations representatives. The level of satisfaction with the training/information sessions has been also evaluated, and it turned out to be very positive.

Methodology to assess impact | Questionnaires after every session.

Key lessons learnt | It is challenging to measure the impacts of the project on energy, carbon or cost savings. It is essential to continuously improve materials by constantly gathering feedback from the target audience. It has become clear that the general level of energy literacy in society is basic and people's attention to the matter is low. Therefore, it is extremely important to adopt an informal, relaxed but proactive approach when delivering awareness raising or training sessions. Especially regarding school students, these sessions should not last for longer than 45 minutes, including constant interaction with the audience and the use of materials like videos and online short lessons.

Replicability | The project will soon be replicated in Portuguese speaking African countries.

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Pupil's Conference on "Transition to a climate-neutral future" in the European Capital of Culture Elefsina

CRES, Centre for Renewable Energy Sources

Description 300 pupils aged 10 to 15 years along with their teachers from Albania, Bosnia-Herzegovina, Germany, Greece, Kosovo, North Macedonia, and Serbia came together and collectively generated ideas for achieving a climate neutral future at local level, using Elefsina, European Capital of Culture as a living example. In preparation, the participating schools produced their own roadmaps towards a climate-neutral school, proposing specific actions and measures that are necessary to achieve climate neutrality. The Conference took place on 9-11 May 2023, included in the official program as one of the "Mysteries" of 2023 Eleusis European Capital of Culture, under the title: 'Mystery 149_Transition to a Climate Neutral Future', under the auspices of the Greek Ministry of Education and Religious Affairs. Based on thematic interactive walks through the city, the pupils, through participatory group exercises, created a common vision and proposed solutions of how to achieve climate neutrality, which were presented to the municipal government. After the end of the Conference a series of dissemination activities brought the methodology, results, inspiration and findings to the international school and youth community, cultural capitals and networks, and potential climate neutral cities, etc.

Drivers The idea for this project was born after the participation of teachers/Coordinators of Environmental Education Directorates in the Attica and Thessaloniki regions in the Vision Workshop of the EUKI project Bridging European and Local Climate Action (BEACON). The concept was to replicate this methodology and hand it over as a legacy to local societies after integrating it in broader cultural/environmental/ educational contexts at local, national, and European level.

Target group Primary target group was schools (pupils aged 10-15 and their teachers), but also the municipality including local citizen groups. This methodology applies to school networks and other educational institutions at local, national and European level, European Capitals of Culture and other institutions engaged in cultural activities, namely the ones linking civilization with environment, and, ultimately, local, municipal and European institutions, networks and initiatives.

Target sector Residential, Public space, Transport

Funding The German Federal Ministry of Economic Affairs and Climate Action, through the European Climate Initiative (EUKI) provided 85% of the funding, while 13% was covered by 2023 Eleusis European Capital of Culture.

Role of the EnR agency No information

Expected impact The project's aim was to create the greatest possible interaction between the pupils of Elefsina and those of other cities, in order to generate ideas for an energy efficient and climate neutral future. Educational aim was the personal and social empowerment of pupils for a democratic action, building on their mental growth and emotional resilience, including the management of climate stress. The theme developed was aligned with the topics of the EU, the revision of its climate, energy and transport-related legislation under the 'Fit for 55 package', and actions required in order to cover 2030 and 2050 targets and the role of citizens in reducing greenhouse gas emission levels substantially in the next decades, and also help directly in the increased EU climate ambition to cut emissions by at least 55% by 2030.

Behavioural insights

- Young people & school communities can be an active part of shaping climate-neutral cities
- Connecting climate action with art boosts motivation and creativity and helps to spread important messages
- The collaboration of children and adolescents across borders strengthens sense of belonging and motivation to fight for a just and livable future together
- Common climate visioning and action can transcend borders and bridge severe cultural differences, by:
  - Thinking outside the box, overcoming national clichés
  - Bonding beyond the national/religious/cultural background
  - Understanding the common human and global challenges, becoming "one" to the problems
  - Enhancing feelings of tolerance, and understanding the power of unity
  - Competing and comparing, team sport spirit

Impacts and outcomes

Key findings from the monitoring and evaluation | Final conclusions and learnings from the Conference participants' responses:

- Significant impact in addressing climate stress, unleashing children's creativity and imagination and enhancing their willingness to participate and act to restore and address the climate crisis.

- High level of interaction between pupils from various schools, cities and countries was achieved through the mixed groups, and common sharing and bonding activities throughout the conference.
- Experts passed knowledge to the children sparking their interest and empowered their sense of co-creating their future.
- Skills of democratic deliberation, exchange of views, and synthetic thinking and presentation in plenary were developed.
- Pupils were able to freely express their opinion on common in a structured peaceful manner and a strong community identity was formed as part of a global vision.
- The link between education, environment, culture, and democracy was established as a cognitive and emotional experience for pupils, teachers, and young facilitators.
- The process provided significant personal and social empowerment to the pupils and overall enhancement of mental resilience.
- The networking and interaction between different schools from all countries before, during, and after the Conference has created a significant momentum.
- It was clearly expressed that this methodology and process should be replicated, or best, become part of a broader initiative that will spread and repeated at regular basis at European level.
- The Elefsina project demonstrated that a democratic process of climate consultation can overcome not only local but international conflicts building bridges of communication, understanding of our common future and risks and producing tangible ideas within a common local, regional, and global vision.

Methodology to assess impact | Online questionnaire to participants after the Conference (pupils, teachers, facilitators, experts and local team members). The results are presented in brief in the project report.

Key lessons learnt

- International/intermunicipal exchange of experience provides a sense of global sharing, common goals, optimism, enthusiasm, pride and motivation, new tangible ideas, and all are drivers for actions. Common projects enforce this very strongly, but after that, international follow-up is still required.
- In these troubled times with so much unrest and crises, the Elefsina project demonstrated that a democratic process of climate consultation can overcome not only local but international conflicts building bridges of communication and understanding of our common future and risks.

The successful cycle/spiral was

- Educational activities can give significant feedback and fresh ideas. Brining local actors together generates more ideas, may resolve conflicts and can produce comprehensive viable solutions.
- Ownership of climate action(s) actually evolves and is established through time.
- Schools and local authorities, NGOs and civil society groups, influencers and artists, all have complementary roles, while energy communities may energise the mix. Exchange among generations is also crucial. Obvious coordination by local authorities is sometimes not as expected and links in the communication exchange need to be fixed and maintained.
- Many successful cooperation examples and collective vision-action methodologies have produced a significant momentum, but still have not broken long-term local barriers, so further steps need to be taken. Top-down vs bottom-up seems outdated, multi-level governance should be seen as a circular process or rather as a matrix of engagements.
- There are many tools and experiences that still need to be highlighted and replicated, such as local forums, vision workshops, large scale local and international events, competitions, gamification, interactive digital platforms targeted to specific and general target groups and many others.

Replicability | The methodology was already brought to various wider audiences focusing on the role of young people, local authorities, the cultural world and the public at large, in shaping the future and how this may be empowered at local level. Such audiences are:

- European Cultural Capitals and other institutions engaged in cultural activities, namely the ones linking civilization with environment.
- Local, Municipal, European institutions, networks and initiatives (Covenant of Mayors for Energy and Climate, ICLEI, Energy Cities, Resilient Cities, 100 Climate Neutral Cities, EU Climate Pact, etc.).

Final Report: https://www.euki.de/en/euki-publications/pupilsconference-elefsina-summary-of-results/#
Video long version: https://www.youtube.com/watch?v=luOfbP2EHF0
Video, short version: https://www.youtube.com/watch?v=zNgnF_nEUJo
Info on EUKI website: https://www.euki.de/en/euki-projects/pupils-conference-elefsina/
Project website: https://englishpagepupilsconference.weebly.com/

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Save Energy Together

AEA, Austrian Energy Agency

AUSTRIAN ENERGY AGENCY

Description SaveEnergyTogether is a LIFE-funded European initiative (2023–2026) that operationalises the Energy Efficiency First (EE1st) principle through a dual strategy: 1) Promote simple energy efficiency interventions (sEEIs)—such as lowering thermostat settings, reducing hot water use, and switching off standby power—that are low-cost, easy to adopt, and immediately impactful. 2) Use these behaviours as entry points for structural improvements (e.g., building retrofits, heating system upgrades) by embedding campaigns in trusted local contexts. The project runs in five pilot regions—Austria (Tyrol), Germany (Allgäu), Lithuania, Portugal, and Slovenia—and aims to demonstrate that behaviour-driven savings can accelerate decarbonisation, improve comfort, and reduce energy bills without major upfront investments.

Core features: Behavioural framing - Campaigns leverage nudges, salience cues, social proof, and habit-disruption strategies, supported by visual communication and hands-on learning.

Local anchoring: Activities are co-developed with municipalities and regional actors through Campaign Implementation Groups (CIGs), ensuring cultural fit and stakeholder ownership.

Inclusive communication: Visual, multilingual formats and participatory workshops target households, SMEs, and public institutions. Scalable design: Modular campaigns (stickers, articles, events, digital tools) enable replication across diverse regions.

Regional highlights: **Austria**: Heating system checks in municipal buildings, DIY insulation workshops, municipal outreach via article templates, and energy stickers for behavioural cues. **Germany**: House Viewing Days showcasing real-life renovations, postcard campaigns on heating/ventilation, and school workshops on everyday energy behaviours. **Lithuania**: "Energy Efficient Home Day" at a city festival featuring a live PV demo and energy consulting marathon, combined with gamified school education. **Portugal**: Campaigns embedded in social housing projects, aligned with municipal renovation strategies, using interactive outreach and trusted local networks. **Slovenia**: Innovative cooperation with Tarifnik, the official electricity price comparison tool, to integrate dynamic tariff advice into behavioural campaigns—linking energy-saving tips with cost optimisation and demand response.

Drivers Households and small businesses face rising energy costs and climate targets, yet often overlook low-cost measures due to habitual behaviour, information overload, and perceived complexity. SaveEnergyTogether addresses these barriers by providing locally relevant, behaviourally informed campaigns and embedding them into municipal and regional climate strategies. The project is co-funded by the LIFE programme of the European Union and contributes to implementing the Energy Efficiency First principle, aligning with national energy and climate plans (NECPs) across participating countries.

Target group Households (owners and tenants), especially those with limited financial capacity to invest in renovations. Municipal stakeholders as key multipliers. Schools and young people as agents of change for household-level behaviours. Small businesses for cross-cutting energy-saving actions. These groups have strong potential for energy savings but face behavioural, informational, and financial barriers.

Target sector Residential, public space, business and industry.

Funding Funded by the LIFE programme (EU) under grant agreement No 101120878.

Role of the EnR agency Overall coordination of project. Lead in behavioural framing, campaign co-design, and knowledge transfer across pilots. Development of guidance, monitoring tools, and evaluation framework.

Expected impact Goal: Reduce energy demand quickly and cost-effectively while fostering structural energy transition readiness. Targets: Promote 20 prioritised sEEIs, including thermostat optimisation, efficient ventilation, reduced hot water use, and standby avoidance. Develop a modular campaign toolbox for replication. Social needs: Lower energy bills and prevent energy poverty. Empower citizens through practical, positive narratives. Build trust and engagement via local partnerships.

Behavioural insights Financial framing + behavioural prompts (Tarifnik integration) significantly increases engagement. Hands-on formats (DIY workshops, live demos) outperform passive information channels. Peer-to-peer exchange (House Viewing Days) builds trust and credibility.

Impacts and outcomes Increased energy literacy and behavioural adoption. Strengthened local governance role in EE1st. Created synergy between behavioural change and structural action.

Methodology to assess impact | KPIs, qualitative feedback (pre/post surveys, event feedback, social media metrics, qualitative interviews with municipal and household participants), and planned energy savings estimates. Final results will be available late 2026.

Key lessons learnt | Local anchoring and trust are non-negotiable for engagement. Behavioural cues + financial tools (Tarifnik) amplify impact. Combining analogue + digital channels maximises reach.

Replicability | Modular toolbox and online hubs allow transfer to other EU regions.

https://www.energyagency.at/en/saveenergytogether
https://www.climatealliance.org/saveenergytogether-online-hub/

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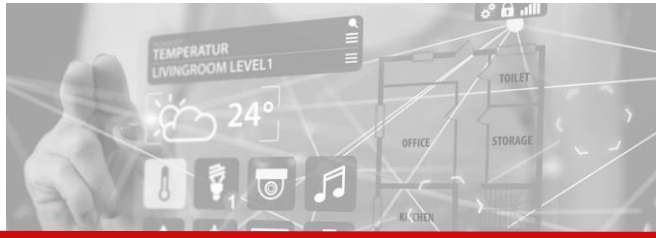
6.2 Factsheets | Digital apps and tools



Nos Gestes Climat

ADEME, The French Agency for Ecological Transition

Description *Nos Gestes Climat* is a free, online tool that enables users to calculate their carbon and water footprints in under 10 minutes. With over 2.5 million users, it aims to raise awareness and encourage individual and collective action to reduce environmental impact.

Drivers The project was initiated to promote collective commitment to climate action by helping citizens, businesses, and local authorities understand and reduce their ecological footprints. It aligns with France's broader environmental goals and leverages ADEME's expertise to provide reliable, open-source data and methodologies.

Target group General population

Target sector Residential, public space, transport, business and industry

Funding ADEME

Role of the EnR agency ADEME leads the initiative using the "State Startup" model developed by beta.gouv.fr, managing all aspects of product development and delivery through a dedicated team.

Expected impact The goal is to reach 1 million footprint calculations per year (currently at 600,000 annually), driving behaviour change through awareness, peer influence, and group challenges. The tool supports campaigns in organisations and communities, encouraging sustainable practices and informed decision-making.

Behavioural insights The project uses behavioural techniques such as social comparison, gamification (group challenges), and personalised feedback to motivate change. It taps into social norms and peer influence by enabling users to compare results and track progress collectively.

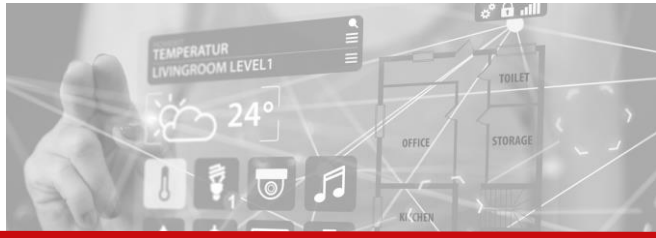
Impacts and outcomes

To date, over 2.5 million people have used the calculator, with a target of reaching 1 million footprint calculations per year. Monitoring is ongoing via usage statistics and engagement metrics, available at https://nosgestesclimat.fr/en/stats. The tool has proven effective in raising awareness and sparking conversations around sustainability, especially through group challenges and organisational campaigns.

Key lessons learnt | The importance of making the tool simple, fast, and engaging to encourage participation, and the value of transparency—open-source data and methodology have helped build trust and foster collaboration. The project also highlighted the power of peer influence and collective action in driving behaviour change.

Replicability | Replicability is strong: the calculator's open-source nature and modular design make it adaptable for other countries, languages, or sectors. Its success in France suggests it could be scaled or replicated across Europe to support broader climate engagement efforts.

https://nosgestesclimat.fr/en



M ta Terre Digital youth platform for the ecological transition

ADEME, The French Agency for Ecological Transition

Description M ta Terre is a national digital platform developed by ADEME to engage young people aged 15–25 in the ecological and energy transition; by informing and engaging them with knowledge and practical tools to help them understand and act on the challenges of energy and ecological transition.

Drivers M ta Terre was created in response to a lack of educational and engagement tools tailored to young people aged 15 to 25. While resources existed for children, teenagers and young adults had limited access to content that addressed complex environmental issues in a language and format suited to their age group. ADEME developed the platform to fill this gap, offering scientifically grounded, expert-led content adapted through pedagogical and editorial simplification.

Target group Teenagers and Young people (15-25)

Target sector Education and Awareness

Funding It is fully funded by ADEME, a public agency under the supervision of the French Ministry for the Ecological Transition and the Ministry in charge of Research.

Role of the EnR agency M ta Terre is a fully developed, managed and promoted by ADEME, which ensures the scientific reliability, pedagogical quality and editorial coherence of the platform.

Expected impact The platform aims to:

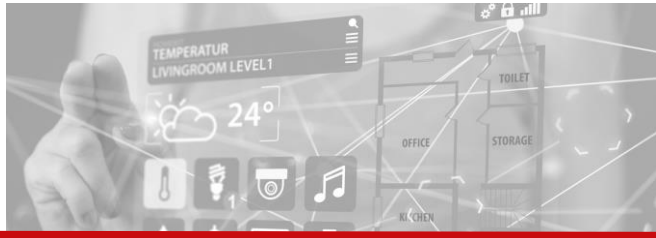
- Empower young people to take action, by raising their awareness of climate, energy, and sustainability issues and connecting that awareness with concrete opportunities for engagement,
- Encourage adoption of environmentally responsible behaviours, particularly in areas such as energy consumption, mobility practices, waste reduction and digital use,
- Activate youth networks and community involvement, through increased visibility of grassroots initiatives features on the platform.

Behavioural insights The platform was designed in response to behavioural barriers identified in national studies, such as eco-anxiety, information overload, and lack of trusted resources. These include a strong concern for environmental issues shared by 91% of respondents but a limited capacity to act, due in part to a lack of accessible, practical and trustworthy resources. Many young people also report feeling lost in the volume and fragmentation of available information, and express a need for content that is clear, relevant, and non-judgmental. It addresses these by offering a centralised, youth-friendly gateway to ecological engagement, with multiple thematic entry points and relatable role models. The editorial tone and visual identity were carefully crafted to resonate with youth expectations while maintaining scientific rigour.

M ta Terre seeks to encourage a broad spectrum of sustainable behaviours among young people, recognising that behavioural change often begins with small actions and gradually leads to deeper commitment. The platform applies several behavioural techniques:

- **Positive behavioural framing**: Content avoids guilt-based messaging and instead uses an empowering and inclusive tone.
- **Social proof**: Real-life youth initiatives are showcased to inspire imitation and reduce perceived barriers.
- **Action framing**: Each topic is systematically linked to concrete actions that young people can adopt.
- **Digital-native formats**: Short, interactive content aligns with young people's digital habits.

By combining practical advice with personal storytelling, M ta Terre enables young users visualise change as both achievable and socially recognised. These strategies collectively support the platform's ambition to normalise sustainable behaviour and make ecological commitment both desirable and accessible for a new generation.



Impacts and outcomes Although formal evaluation is still pending, several preliminary impacts have been observed. M ta Terre has:

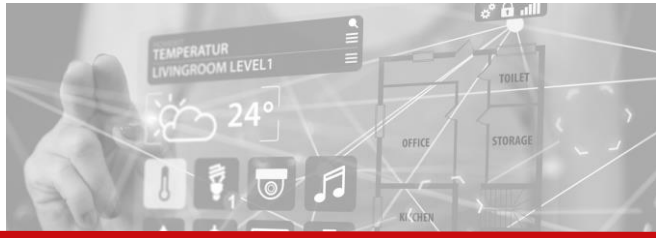
- Provided a clear and centralised access point for young people and educators.
- Helped legitimise youth interest in the ecological transition by offering content that recognises their concerns and potential for action.
- Initiated a network effect through its mapping of youth-led initiatives and partnerships with education and engagement actors.
- Shifted how ecological messages are conveyed to young people, favouring a tone that is empowering, accessible, and non-institutional.

User engagement is monitored via website analytics and regular platform audits. The platform contributes to ADEME's broader mission to support behaviour change and is strategically positioned to help meet national and European climate goals by preparing future citizens for active participation in the ecological transition.

Key lessons learnt | The project highlights the importance of coherence in tone and visual identity to build trust with young users. Institutional communication often struggles to resonate with youth, so M ta Terre adopted formats, narratives, and a visual language aligned with youth expectations, without compromising scientific rigour. Young people are interested in topics that relate to their future, but they are also drawn to content with a playful or entertaining dimension. Articles that, for example, recommend TV series related to environmental issues tend to perform very well, though it remains challenging to engage young audiences on more serious or technical subjects.

Replicability | Replicability is a strong feature of the platform. Although initially designed for youth aged 15 to 25 in France, its structure, editorial model, and pedagogical approach are highly transferable. Young people across Europe share similar environmental concerns and digital habits, making M ta Terre well-suited for adaptation to other national or regional contexts.

https://mtaterre.fr/



PONG Phasing Out Natural Gas

Participatory digital behavioural twin

Eindhoven University of Technology and RVO, Netherlands Enterprise Agency

Description A digital participatory instrument (the "behavioural twin") was developed to provide municipalities with a novel hands-on tool that enables participation of citizens in the decision-making processes around the heat transition.

Drivers By 2050, seven million Dutch homes need to transition from natural gas-based heating and cooking to alternative sustainable energy sources, to meet the climate policy goals. Adopting gas-free heating technologies in homes requires significant effort in terms of time and money from residents.

Dutch municipalities are responsible for the heat transition and enabling citizen participation. They support the residents' heat transition using 'municipal offers', which include a combination of features: the preferred type of heating technology, financial incentives (subsidies or loans), services to reduce the organizational burden (technical advice or even a full turn-key upgrade solution). The content and design of the offers are determined by the local authorities.

Target group All

Target sector Residential

Funding Grant funding from RVO

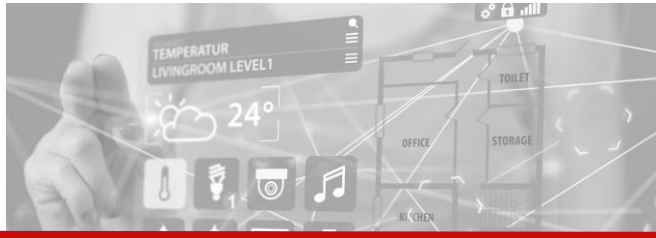
Role of the EnR agency Eindhoven University of Technology develops the PONG Digital Behavioural Twin in close collaboration with RVO.

Expected impact The goal is to accelerate the heat transition in a tailored and equitable way, ensuring that different groups of residents receive the motivation and support that works best for them. Our PONG digital behavioural twin, based on participatory games with the residents, enables a quantitative assessment of how people value the different elements, and what compromises they are willing to make during heat transition. These insights help local authorities design more tailored and effective policies to engage and motivate residents in the heat transition.

Behavioural insights The targeted behaviour change focused on residents' decision-making around phasing out natural gas and adopting sustainable heating technologies. To support this, the project employed behavioural economic modelling, alongside statistical, econometric, and data science techniques. The PONG digital behavioural twin is built on the Random Utility Model (RUM), a well-established framework in behavioural science (Ben-Akiva & Lerman, 1985). The model assumes that, when making a choice (e.g. for adopting a sustainable heat technology versus keeping natural gas heating), individuals evaluate how different aspects of this choice—such as savings, investment costs, nuisance—affect their overall wellbeing. For example, someone might accept more nuisance if it results in greater savings. Our tool quantifies how people value all these elements, helping municipalities develop more effective and appealing offers. The tool also accounts for variation across population groups in how trade-offs are made, enabling municipalities to tailor policies to the specific needs and preferences of different neighbourhoods.

Impacts and outcomes The project is still ongoing, but the expected impact is that the participatory instrument enables municipalities to design more tailored, effective and just policies for heat transition, based on insights from increased citizen participation.

Replicability | The instrument is scalable and can be tailored to other situations; it can be applied by different municipalities, but also public housing providers and energy collectives.



Toolbox for Behaviour Change

ADEME, The French Agency for Ecological Transition

Description The ADEME's toolkit for supporting behavioural change is a platform (website) designed to help users choose and implement actions

It is aimed at all types of stakeholders (local authorities, associations, government departments, businesses, etc.) who wish to support behavioural changes among individuals, employees, and students.

Its goal is to help users navigate the abundance of available programs and ask the right questions before choosing the support action best suited to their objective and target audience.

To this end, it provides resources and a catalogue of example actions, which users are encouraged to enrich by suggesting new actions and sharing feedback from their experience.

Drivers Due to the proliferation of behaviour change support mechanisms deployed in recent years, it has become necessary to provide the various stakeholders with the tools to navigate them and choose the appropriate mechanism.

Target group Individuals (residents), schoolchildren, or employees.

Target sector Residential, Business and Industry, Commercial, Transport, Public Sector

Funding ADEME

Role of the EnR agency ADEME has produced a guide, explanatory fact sheets for each type of issue, and a catalogue of action sheets. The agency designed the website and updates the catalogue based on suggestions received from users.

Expected impact The program aims to assist in the selection, implementation, and evaluation of support mechanisms. It seeks to improve the relevance and effectiveness of voluntary change management support mechanisms deployed in local areas and businesses, and to develop a more comprehensive strategy by combining these actions with other programs, measures, and public policies.

Behavioural insights The identified mechanisms relate to changes in behaviour in the areas of mobility, food, consumption of goods, digital practices, energy consumption. The behavioural techniques used: tailored advice, feedback, service tools to find things to do near home, challenges, awareness workshops, ambassador network.

Impacts and outcomes

Key findings from the monitoring and evaluation | Ongoing

Methodology to assess impact | A study to capitalize on existing evaluations of these systems is underway and will contribute to the toolbox in the coming months.

Key successes | Raising awareness of the importance of evaluating these kind of programs.

Key lessons learnt | Be aware of the thought process required before choosing the device, be aware of the importance of evaluation.

https://accompagner-changements-comportements.ademe.fr/
https://librairie.ademe.fr/recherche-et-innovation/6573-mettre-en-oeuvre-des-actions-d-accompagnement-aux-changements-de-comportements.html

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6.3 Factsheets | Citizen participation and community initiatives

Citizen participation and community initiatives			
MitBestimmt Klimafit	Austria	AEA	43
North Sea Canal: Co-creation pilot cooperation between industry, government and the North Sea Canal area	Netherlands	RVO	45
Energy Spaces | *Espaços Energia*	Portugal	ADENE	46
Community Transformation Offices Programme | *Oficinas de Transformación Comunitaria (OTCs)*	Spain	IDAE	47
Healthy Home | *Casa in Salute*	Italy	ENEA	48

MitBestimmt Klimafit

AEA, Austria Energy Agency

AUSTRIAN ENERGY AGENCY

Description Public spaces are critical to the quality of life for residents of a village, town, or city. However, making these public spaces climate-resilient is often a major challenge for local authorities. New ideas and a high level of acceptance for climate-friendly public spaces can be achieved by involving citizens in the planning of various climate adaptation measures.

To fill this gap, the MitBestimmt Klimafit project has developed an online guide that takes municipalities step-by-step through the preparation, planning, and implementation of participatory processes in the realm of climate-resilience measures to (re)design public spaces. Building on relevant literature from the field and experience from experts in municipalities, a framework was developed that identifies four phases made up of ten steps that are crucial for a successful participatory process.

The main output of the project is a practical guide that supports municipalities in the planning and implementation of participatory climate-adaptation projects. Through combining theoretical knowledge with practical experiences, the online guide has practical relevance to the work within municipalities. It provides municipalities with the necessary knowledge, recommendations for action, and practical examples to successfully implement citizen participation for climate-resilience projects.

Whilst the guide focuses on participation with regards to climate adaptation measures and strategies, the steps guiding through developing and planning a participatory process can also be applied to other topics such as energy efficiency measures or mobility projects.

Drivers The main aim of the project is to provide municipalities with easily accessible guidance on involving citizens and stakeholders in processes for the climate-resilient transformation of public spaces. When citizens are actively involved in developing climate-resilient projects in municipalities, it fosters transparency, accountability, and trust between the local government and its residents. Yet, citizen participation is a complex topic, and municipalities need support in a simple and user-friendly form to help them find their way through the design and implementation of participation.

Target group The main target group of the online guide to participation "MitBestimmt Klimafit" are municipalities. The guide enables municipal employees to plan and execute participation processes efficiently when planning and implementing climate adaptation projects for (re)designing public spaces. Since the guide motivates municipalities to involve citizens into local projects, the guide also benefits citizens who will be able to voice their opinion and ideas toward new municipal projects and thereby include the view and needs of citizens in climate adaptation projects.

Target sector Public space

Funding The project was funded by the Austrian Climate and Energy Fund within the funding programme for Research & Development Services.

Role of the EnR agency The online guide was jointly developed by the Austrian Energy Agency and Rosinak and Partner. Rosinak and Partner focused on doing a literature review and the Austrian Energy Agency conducted expert interviews with representatives of municipalities and climate adaptation regions who have implemented citizen participation projects in their municipalities or regions.

Expected impact The most important impact is that municipalities that do not have the budget to hire an external consultant for participation are able to implement participatory process of different scopes in their municipality by following the online guide. This way citizen participation becomes more accessible also in smaller municipalities which might not have experience with participation.

Behavioural insights In the guide, the complex process of planning and implementation participatory processes is simplified through breaking down the steps into a simple framework. A step-by-step framework was chosen to showcase the consecutiveness of these steps. In total, 10 steps were identified as crucial for implementing a participatory process. In the online guide, each step is structured into sub-steps which provide an extensive

description of the actions that should be done in this step, including links to further information and special tips. Also, a sample example is used in each step to show how each step could look in practice. At the end of each step, a checklist summarises the necessary actions to fulfil in one step and allows users to tick off what has already been implemented. This way users can keep track which steps they have executed already.

Impacts and outcomes

Key lessons learnt | Increased acceptance of the redevelopment of public spaces or similar adaptation activities, which can be achieved through citizen participation, can also trigger further changes in citizens' behaviour by also reducing possible reservations about climate protection issues. The acceptance generated can go beyond the affected public space and trigger more support for climate protection and adaptation in general.

Replicability | The guide focuses on participation with regards to climate adaptation measures and strategies, the steps guiding through developing and planning a participatory process can also be applied to other topics such as energy efficiency measures or mobility projects within local contexts.

Online guide (in German, starting page includes English leaflet for download):
https://kea.gv.at/mitbestimmt-klimafit/
Project description on funding programme website: https://projekte.ffg.at/projekt/4783209

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North Sea Canal Co-creation pilot cooperation between industry, government and the North Sea Canal area

Netherlands Enterprise Agency (RVO)

Description The project is focused on participation in interactive learning sessions to learn how to work together to realise climate projects, using coaching (experts hired in by RVO), stakeholder analyses, interviews, log books based on the Learning History Method, learning in organisations (group reflection) and deep democracy method (i.e. that all voices are heard). The aim was to have a insights of how to achieve social acceptance of CCS (Carbon Capture and Storage). The research focused on how to ensure that companies are in a position to involve the surrounding region in their climate plans, using CCS as an example. The pilot followed two tracks: monthly meetings with companies and governments (reflecting and coordinating on concrete projects) and a total of 4 learning meetings with parties from IJmond region (mapping interdepencies, starting a dialogue to explore how the parties could co-create).

Act together - Growth model – step by step plan:

- Step 1 – Getting to know each other better, interests
- Step 2 – Meetings organised by RVO between contractors hired by RVO to manage participation process and the local NGOs and neighbourhood associations
- Step 3 – Learning how to implement strategic environmental management

Drivers Part of the national Climate policy plan linked with other societal priorities - how to deal with differing interests of people in an area.

Target group Encourage industry and local governments in a region to work together and listen to each other's concerns and priorities.

Funding Ministry of Economic Affairs and Climate Policy

Role of the EnR agency RVO was the initiator and manager of the project.

Expected impact To teach companies how to involve in their climate plans, the people who work, live and re-create in their region– not to just focus on their own interests but to look at when and how these plans are linked with other societal challenges. Learn how to work together more effectively.

Behavioural insights The top managers / CEOs of companies and provincial local governments were missing. The project should have taken the management culture into consideration (top-down oriented in the Netherlands). Behavioural factors considered involved knowledge of strategic management, perception towards their social license to operate; attitude towards strategic environmental management, self-identity.

Impacts and outcomes The pilot provided a repertoire of actions on how area-specific involvement and cooperation of people in assignments can be stimulated.

Key findings from the monitoring and evaluation | Those involved experienced and learned about the different aspects associated with involvement of stakeholders and how they interact with societal challenges in the region. It is necessary to understand where different stakeholders' concerns lie. For example, health has been set as a top priority of most stakeholders in the Energy Strategy Cluster in the IJmond region and discussions ensured it was considered.

Methodology to assess impact | Interviews, meetings, log book

Key lessons learnt | Regional governments and companies should involve and engage with representatives from a broad range of stakeholders (industry, government, citizens, NGO's, knowledge institutions, etc.) when starting to form ideas about societal challenges. It is essential to pick up different perspectives for the whole region and to identify interdependencies. It is all about involving the people in forming ideas instead of involving them only in individual projects where much thought has already been given by others, leaving only the search for support. This will result in trustworthy and impactful solutions.

Replicability | The results could be applied to a wider or a different audience but no plans as of yet to replicate the project elsewhere.

Final report https://topsectorenergie.nl/nl/kennisbank/eindrapport-co-creatiepilot-noordzeekanaalgebied/

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Energy Spaces | *Espaços Energia*

ADENE, Portuguese Energy Agency

adene
Agência para a Energia

Description The *Espaços Energia* (Energy Spaces) is a nationwide network of physical one-stop-shops supporting citizens in adopting energy efficient and renewable energy solutions. Coordinated by ADENE (Portuguese Energy Agency), the initiative focuses on promoting behavioural change, improving energy literacy, and mitigating energy poverty. The project was co-designed through a Design Thinking approach involving over 20 institutions from public, private, and social sectors. Physical and digital platforms offer tailored advice on energy consumption, bills, renewable self-consumption, financial incentives, and more. The initiative seeks to empower individuals with knowledge and tools to improve energy efficiency, reduce consumption, and access financial support.

Drivers The initiative is part of Portugal's Recovery and Resilience Plan (PRR) under the REPowerEU chapter, specifically reform RP-C21-r44. It directly contributes to the National Energy and Climate Plan (PNEC 2030) goals, notably in reducing energy consumption, increasing renewable uptake, and fostering a fair and inclusive transition.

Target group All citizens and residents, with special focus on vulnerable, low-income households, and small businesses.

Target sector Residential, Transport

Funding Portugal's Environmental Fund, with grants provided to municipalities and local organisations.

Role of the EnR agency ADENE coordinated the design and implementation of the initiative, provided the conceptual model, tools and digital platform, led the national communication strategy, and trained technical staff via the Academia ADENE programme.

Expected impact

- Enhancing energy literacy and promoting energy-efficient behaviours
- Supporting energy-poor households
- Increasing adoption of renewable energy solutions
- Promoting sustainable consumption and mobility
- Empowering local communities through accessible and inclusive energy services
- Increased uptake of financial support mechanisms
- Strong local engagement with long-term potential

Behavioural insights The programme considered:

- Barriers to understanding energy information
- Trust in local institutions
- Socioeconomic vulnerabilities
- Need for in-person and localised support
- Motivation through cost savings and comfort improvements

Proximity and trust in local agents significantly increase citizen engagement.

Impacts and outcomes

Key findings from the monitoring and evaluation | Around 115 physical Espaços Energia operational (original target: 50), more than one thousand consultations in the first 3 months.

Methodology to assess impact | Activity reports from each Energy Space: Centralised digital platform tracking consultations and services; Feedback and user satisfaction surveys; Data integration with the National Observatory for Energy Poverty (ONPE)

Key lessons learnt | Local anchoring is essential for trust and reach; Capacity building of technicians ensures service quality; Digital tools must be complemented with physical presence

Replicability | The model is highly replicable in other EU countries. ADENE is open to knowledge sharing and cooperation, especially with municipalities and energy agencies interested in setting up similar one-stop-shops.

Website: www.redeespacoenergia.pt
Coordinating entity: www.adene.pt

Patrícia Corigo (ADENE) patricia.corigo@adene.pt

Community Transformation Offices Programme

Oficinas de Transformación Comunitaria – OTCs

The Spanish Government's Institute for the Diversification and Saving of Energy (IDAE)

Description The Community Transformation Offices Programme was launched by IDAE in October 2022 and aimed to support the creation and operation of one-stop-shops known as "Community Transformation Offices" (OTCs) to promote and facilitate the development of energy communities. These offices could be could be physical and/or virtual space, newly established or adapted from existing facilities and were designed to serve citizens, SMEs, and local authorities by providing free, accessible services that encourage participation in the energy transition. The offices can be public or private and must be equipped with resources and personnel. Their services, within the framework of this grant, must be free and openly accessible, with no financial compensation being charged to their clients.

Drivers The programme was driven by the need to support inclusive and community-based energy transition efforts, in line with the EU's Clean Energy for all Europeans Package and the European Green Deal's Renovation Wave. It aimed to address the lack of accessible information and support for stakeholders not traditionally involved in the energy sector, such as citizens and small businesses.

Target group Citizens, Businesses and Local Authorities

Target sector Renewables/Energy Communities

Funding Spain's Recovery, Transformation and Resilience Plan, financed by the European Union – NextGenerationEU, with a budget of €20,000,000.

Role of the EnR agency IDAE is responsible for launching the funding programme for the establishment of Community Transformation Offices and for coordinating the Network of Knowledge and Experience.

Expected impact The ultimate purpose of the programme was to promote the creation and development of energy communities through the establishment and consolidation of a network of one-stop-shop offices in the Spanish territory with training, dissemination and advisory capacities.

Behavioural insights By establishing trusted local hubs, the programme addressed behavioural barriers such as lack of information and engagement. The free and open-access model encouraged participation from a wide range of actors, while the dissemination and advisory services empowered communities to take part in energy initiatives.

Impacts and outcomes A total of 79 offices were established across Spain, with more than 18,000 people served and more than 11,000 consultations/activities carried out. The programme has contributed to job creation, because the regulatory bases of the call contemplated the possibility to include personnel costs, if it involved newly hired personnel specifically assigned to the work of the Office.

Key lessons learnt | The primary barrier addressed by the programme was the lack of accessible information. Through the establishment of Community Transformation Offices, citizens, businesses, and local entities now have a reliable point of reference and support for learning about all aspects of energy communities.

To coordinate the activities of the 79 offices and prevent duplication of efforts, IDAE established a Network of Knowledge and Experience in May 2024. This network was created to foster the identification of best practices, facilitate shared learning, and enable the exchange of resources such as documentation, leaflets, and promotional materials. A dedicated coordination office brings together the Community Transformation Offices, energy communities, and other relevant stakeholders. One of the network's key achievements is the creation of a SharePoint repository, where offices can upload and access shared materials—enhancing collaboration and allowing them to build on each other's work.

Replicability | At the EU level, the Community Transformation Offices Programme developed by IDAE stands out as a unique initiative. Its success has led to replication in other countries through participation in EU funding calls, such as the LIFE – Clean Energy Transition Programme.

https://www.idae.es/ayudas-y-financiacion/comunidades-energeticas/ayudas-oficinas-de-transformacion-comunitaria-para-la
https://www.idae.es/noticias/el-idae-publica-el-mapa-de-oficinas-de-transformacion-comunitaria-otc

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Healthy Home | *Casa in Salute*

Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA)

Description "Healthy Home" is an awareness-raising action that aims to boost energy renovation of existing stock of buildings, with a focus on the health and well-being of the elderly.

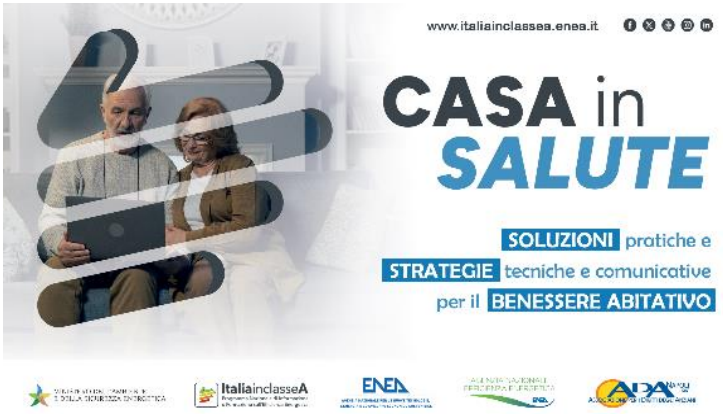
Drivers Is it part of the implementation of the revised Energy Performance of Buildings Directive into national regulatory framework: the Integrated National Energy and Climate Plan (NECP).

Target group Elderly households

Target sector Building sector, Residential

Funding National funds

Role of the EnR agency ENEA was responsible for designing and funding of the project, which was delivered by an association for the rights of elderly and pensioners.



Expected impact The aim of the initiative is to stimulate the debate on the importance of sustainable and healthy housing and boost the renovation rate among households.

Behavioural insights The intervention seeks to reframe the social context of behaviour through the social institutions the people associate with; all the cultural tastes that people share; the perception of indoor comfort and well- being and challenge personal norms through community-based initiatives located around social networks. People among this target group are often overwhelmed by anxieties, fears and have needs that deserve special attention. To overcome resistance related to innovation, the project has developed communication and support strategies based on active listening and concrete demonstration of the benefits that new technologies can offer, both in terms of comfort and energy savings. The project fostered a dialogue between groups of citizens over 65, a pool of specialists in energy renovation and some general practitioners, divided into several stages. "Healthy Home" opened with an informative meeting involving the elderly, institutions and local stakeholders, which stimulated the debate on the importance of sustainable and healthy housing, laying the foundations for subsequent activities. The second stage saw the creation of a focus group with the elderly through the format of the "Word Café". Among the topics in the foreground: resistance to retrofit works, linked above all to the inconvenience they entail, costs and personal safety, and the perceived benefits such as greater comfort, health and savings.The third stage involved general practitioners who, based on their clinical experience, analyzed the health impact of inadequate indoor environments. During the meeting, critical factors such as mold and poor ventilation, disturbing noises and vibrations and social isolation, associated with a greater risk of psychological disorders, were highlighted. It also emerged that retrofitting is not only a technical intervention, but also a preventive measure to improve the psychophysical well-being of the elderly. The fourth stage saw the involvement of energy technicians, with architects and professionals who explored the problems related to house retrofit construction works, noise, dust and temporary interruptions of services and usual activities.

Strategies to mitigate inconvenience, such as clear and transparent planning of the works, the use of innovative technologies and sustainable materials and constant and reassuring communication with the residents involved, aimed at building a relationship based on trust and involvement.

Impacts and outcomes

Key findings from monitoring and evaluation | 300 elderly people joined the project throughout the different activities together with 200 stakeholders.

Methodology to assess impact | A questionnaire on the housing survey was administered to the target group through an online platform, with the aim of collecting in-depth data on the state of the art of the households' real estate units and on their commitment regarding the topics covered, Follow-up interviews, discussion sessions.

Key successes | Raising awareness on the benefits of home retrofitting for the environment goals and for indoor comfort.

The elderly households appreciated discovering how well-being and health could be improved by their choices on starting energy retrofitting, since they spend most of their time at home.

Social advice about energy efficiency at home, involving different stakeholders, not only energy professionals, but social science experts, pensioners 'associations, architects and health experts. Mitigation strategies were defined to counteract mistrust and fears associated with home renovation works.

Key lessons learnt | An appropriate communication strategy based on empathy and active listening, delivers messages successfully and stimulates citizens' engagement with climate goals. Future activities will aim to quantify behavioral changes, such as the number of participants who initiated renovations, consulted professionals, or accessed available incentives after engaging with the project.

Replicability | The actions' results can be scaled up and replicated on a wider scale (national) . The awareness raising phase will be implemented with providing elderly citizens:1) information on available financial support schemes, 2) expert advice on both low-cost measures that can be quickly applied and energy renovation works that can reduce households' energy consumption and improve indoor comfort and 3) capacity building to improve their energy use behaviour.

Italia in Classe A https://www.eventi.enea.it/tutti-gli-eventi-enea/eventi-enea/primo-piano/casa-in-salute-nola-22feb2025.html
https://www.italia-news.it/casa-in-salute-un-progetto-per-migliorare-la-qualita-di-vita-degli-anziani-65613.html

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6.4 Factsheets | Enabling access to services or infrastructure

OSEZ CHANGER

ADEME, The French Agency for Ecological Transition

Description "Osez Changer" was a national initiative by ADEME (2021–2023) that supported households in decluttering their homes and adopting more moderate, responsible consumption habits. The project used guided support from professional home organizers to help families reflect on their possessions and consumption behaviours.

Drivers The initiative was launched in response to findings from ADEME's 2021 responsible consumption barometer, which showed that 72% of French people supported responsible consumption. ADEME aimed to engage a broader audience by approaching the topic through well-being and decluttering rather than environmental messaging. The project also aligned with local ecological transition strategies and waste prevention programmes.

Target group Households

Target sector Residential

Role of the EnR agency ADEME designed, funded, and managed the project, recruiting a design office and professional home organizers to deliver support and monitor outcomes.

Expected impact The project aimed to raise awareness of overconsumption and promote sustainable consumption practices. Over four months, households received five days of support to sort and declutter six categories of items. On average, they parted with one-third of their belongings, with some reducing clothing by up to 72%. Eighteen months later, 40% continued decluttering, bought fewer items, and adopted energy-saving habits. The initiative also fostered community engagement, supported local reuse and repair networks, and received strong media coverage. It highlighted emotional and logistical challenges of decluttering and the need for local infrastructure to support reuse and resale.

Behavioural insights Households were coached by professional home organizers who provided methodology and emotional support. Behavioural techniques included commitment via charters, regular monitoring to reduce dropouts, and peer interaction to reinforce motivation. The initiative revealed that well-being and emotional relief were stronger motivators than environmental concerns.

Impacts and outcomes The initiative led to significant reductions in household possessions and increased awareness of consumption habits. On average, households decluttered one-third of their belongings, with some reducing clothing by up to 72%. Eighteen months later, 40% of households had continued the decluttering process, were buying fewer items, and had adopted energy-saving strategies. Monitoring was conducted through follow-up interviews at participants' homes.

Key lessons learnt | ADEME noted that household awareness of their clutter and consumption habits was a key driver of change. The emotional and logistical challenges of decluttering were significant, and support from professional home organizers was essential. One lesson was the value of involving local authorities to help identify and address practical barriers, such as where to donate or sell unwanted items.

Replicability | The project was designed and monitored by a national organisation, but could be replicated by local authorities, associations, or community groups. While the original target was citizens, the model could be adapted for other audiences. The initiative is suitable for integration into local ecological transition strategies and waste prevention programmes.

https://librairie.ademe.fr/consommer-autrement/5284-osez-changer-mieux-consommer-vivre-plus-leger.html

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Support Scheme for Energy Audits

Sustainable Energy Authority of Ireland (SEAI)

Description The scheme provides financial support to small and medium enterprises (SMEs) to undertake energy audits. These audits help businesses understand their energy use and identify cost-effective ways to improve efficiency and reduce emissions. The support is provided via a voucher system, which typically covers the full cost of the audit.

Drivers The scheme was developed to promote energy efficiency among SMEs by making energy audits more accessible. It aligns with national goals to reduce energy consumption and carbon emissions, and to support businesses in adopting sustainable practices without compromising productivity.

Target group SMEs

Target sector Business and Industry

Funding Funded through the Irish Government and administered by SEAI Business Support team

Role of the EnR agency SEAI designed, administered, and delivered the project with the assistance of third part IT service providers and a panel of registered energy auditors.

Expected impact The Support Scheme for Energy Audits (SSEA) is expected to improve energy awareness and efficiency among SMEs by making professional energy audits accessible and affordable. Through a streamlined application and approval process, businesses can quickly obtain a voucher that typically covers the full cost of the audit. This removes financial and administrative barriers, encouraging wider participation. The audits themselves are comprehensive, covering all on-site energy sources including electricity, gas, oil, diesel, and transport fuel for company fleets. By analysing energy data, conducting site visits, and producing tailored audit reports, the scheme enables SMEs to identify practical and cost-effective measures to reduce energy consumption and lower bills. The use of qualified, registered auditors ensures high-quality assessments, and the structured process helps businesses take informed steps toward decarbonisation and operational efficiency.

Behavioural insights

While specific behavioural tools were not detailed, the scheme's design applies principles of enablement and ease, by offering full financial coverage and a streamlined application process to encourage participation. The audit reports also serve as behavioural prompts by recommending practical actions and technologies for energy savings.

Impacts and outcomes

Monitoring | Monitoring is conducted via SEAI's Enterprise Grant System platform, and a survey was issued to participating SMEs at the end of 2023. Further studies are in progress to determine the current impact on energy and CO_2 savings.

Outcomes | The Support Scheme for Energy Audits (SSEA) has delivered substantial benefits across Ireland's SME sector. Since its launch, 3,589 vouchers have been issued, enabling businesses to access high-quality energy audits. These audits have helped SMEs identify tailored energy-saving measures, with a total recorded energy consumption of 1.8 TWh and an average of 637,910 kWh per audit. The data reveals significant variation across sectors, with transport and storage businesses consuming the most energy on average, followed by construction and accommodation and food services.

The scheme has highlighted a potential for energy savings of over 407 million kWh over four years. Recommendations from audits include both advanced technologies—such as solar PV, heat pumps, and building management systems—and low-cost interventions like lighting upgrades. Thermal energy accounts for the largest share of consumption (42%), followed by electrical energy (37%) and transport energy (21%).

The scheme has also proven to be a strategic engagement tool, reaching businesses that had not previously interacted with SEAI and signposting them to other supports such as the Energy Academy, Rapid Approval Grants,

and climate action programmes. Feedback from SMEs has been overwhelmingly positive, and the scheme is now considered a core component of SEAI's business support offering.

Key lessons learnt | The data demonstrates rising demand for SSEA across all sectors since the scheme was launched. Through the applicant and auditor processes, SEAI has gathered useful information on SME energy consumption trends across all sectors. The data also gives a comprehensive overview of which energy saving measures are recommended within audits, signposting SMEs to relevant supports.

https://www.seai.ie/grants/business-grants/energy-audits

Sustainable Energy Authority of Ireland info@seai.ie

EV Commercial Fleet Trials

Sustainable Energy Authority of Ireland (SEAI)

Description The SEAI EV Commercial Fleet Trials provided 187 Irish businesses with battery electric vehicles (BEVs) for a minimum of three months to test their suitability for commercial use. The initiative aimed to offer real-world experience with EVs, supported by subsidised vehicle leases and charging infrastructure.

Drivers The project was initiated to support Ireland's national climate targets, including a 51% reduction in transport emissions and the deployment of 20,000 electric vans by 2025. With low uptake of electric vans (3% of new van sales in 2024), the trial aimed to gather real-world data on EV performance in commercial settings and to shift business perceptions and behaviours around EV adoption.

This trial gave a business the opportunity to use an EV for 3 months with no capital cost on the vehicle to the business and no risk if it didn't work. Providing a charger and support to install it meant that the business would have a charger to use whenever they did decide to purchase their own EVs or to make it available for use to customers or staff.

Target group Businesses with fleets

Target sector Business

Funding Government funded

Role of the EnR agency SEAI developed the concept of the programme and set the rules, terms and conditions. SEAI procured two service providers, one to lease the vehicles and the other to install the chargers.

SEAI managed the business applications to take part and then managed both service providers to ensure the charger was installed and working prior to the businesses getting the vehicle.

Expected impact The focus of the project was to give businesses real-world experience of using an EV in their everyday business. This would show them how or how not a EV could work for them. By offering a no-risk, cost-free opportunity to test EVs, SEAI aimed to encourage businesses to consider long-term fleet electrification and contribute to national decarbonisation goals.

Behavioural insights The project focused on changing business attitudes and understanding of EVs through direct experience. Behavioural factors considered included perceived risk, convenience, and operational suitability. Pre- and post-trial surveys captured shifts in perceptions, while blogs and case studies leveraged peer influence to further encourage adoption.

Impacts and outcomes

Monitorign approach | Telematics were used in vehicles, and data was available from the chargers. Surveys were done with participants before and after they took part in the trial.

Outcomes | Key outcomes included an average of 3,700 km driven per vehicle over three months, 512 kg of tailpipe emissions avoided, and €359 saved per 10,000 km. Post-trial surveys showed a significant drop in perceived charging inconvenience and a positive shift in purchase intentions - 35% of businesses had already bought an EV, and 53% planned to within two years.

Key lessons learnt | Lessons learned included the administrative burden on SEAI and challenges with insurance, suggesting improvements for future schemes.

Replicability | The trial has informed a new national Fleet Assessment Grant programme, which could be replicated elsewhere.

Visual language for energy advice

Austrian Energy Agency (AEA)

AUSTRIAN ENERGY AGENCY

Description The ENPOR project developed and deployed 3 redesigned info sheets (illustrated, low-text), with actionable, low-cost energy-saving tips, for heating, cooling, electricity, and water use. Materials were designed using behavioural insights and a participatory approach, incorporating feedback during the pilot phase in 50 households in Vienna, and are now standard tools in Austria's Social Energy Consulting service (Soziale Energieberatung) within the nationwide klimaaktiv programme. Currently, 4 factsheets are available in 7 languages, freely accessible online. ENPOR provided a behaviourally informed, user-centric measure to address immediate needs without major investments—crucial for energy poor households in the private rented sector (PRS), providing support to cope with high energy prices without compromising comfort, avoid health risks, and prevent social exclusion. The materials are widely disseminated through social organisations, energy agencies, and municipal programmes, making this a scalable solution.

Drivers Traditional advice often fails because materials are text-heavy and not adapted to hard-to-reach groups (e.g. linguistic and educational barriers). ENPOR co-created a solution with social and energy sector actors through the Austrian REACT group. Energy poverty in Austria disproportionately affects tenants in the PRS, who often live in poorly insulated housing and cannot afford major investments.

Target group Energy-poor households in the PRS, including vulnerable groups, such as migrants, elderly people, and low-income tenants.

Target sector Residential

Funding Initially by Horizon 2020 (ENPOR). Dissemination and use are funded through national climate and energy programmes (klimaaktiv) and regional social energy consulting initiatives.

Role of the EnR agency AEA lead the design and behavioural framing, in coordination with DIE UMWELTBERATUNG (social energy advisors), as well as the co-design workshops, testing, and evaluation.

Expected impact Reduce energy costs for vulnerable households through behavioural changes and practical tips, avoiding "hidden energy poverty" (saving by under-heating).

Behavioural insights Visual, multilingual materials improve engagement among low-literacy and migrant households. Visual simplification (pictograms, low text) reduces cognitive and language barriers. Involving households via trusted advisors is essential to overcome distrust and stigma. Factsheets in visible areas act as a nudge/reminder.

Impacts and outcomes Improved accessibility of energy advice for vulnerable groups, with nationwide integration into social energy consulting, contributing to energy poverty alleviation without infrastructure change.

Key findings | Pilot households reported reduced energy costs without reducing comfort.

Methodology to assess impact | Qualitative feedback from households via advisors; documentation of use; iterative design improvements.

Key lessons learnt | Visual-first design is critical for low-threshold communication. Partnerships with trusted social actors ensure uptake and avoid stigma.

Replicability | Very high. Factsheets translated for international use. Open-source materials facilitate replication. Designed for multi-language use and low literacy levels; tested with migrant and elderly households; free for all.

https://www.eva-lems.at/#sozialenergieberatung

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6.5 Factsheets | Nudges and incentives

FAIRlagern

AEA, Austria Energy Agency

AUSTRIAN ENERGY AGENCY

Description FAIRlagern is an innovative communication-based project that promotes sustainable mobility in rural and small-town contexts. Implemented in 2024 across three municipalities in the Austrian region of Burgenland, its primary objective was to reduce the reliance on private cars for short trips (under five kilometres) and to encourage more climate-friendly alternatives such as walking, cycling, and local public transport.

Core innovation: Unlike traditional mobility campaigns that segment audiences by demographic criteria (age, income, profession), FAIRlagern adopts a situational approach. Instead of asking who the person is, it focuses on when and why they make mobility decisions. This means interventions were designed for specific moments of decision-making, such as accompanying children to school, going to a doctor's appointment, or running quick errands. By targeting these decision points with tailored, low-threshold prompts and incentives, the project effectively disrupted habitual car use and made sustainable options more salient and attractive. Thematic area: FAIRlagern sits at the intersection of sustainable mobility, behavioural science, and community-based communication. It aligns with climate mitigation strategies by addressing behavioural barriers to low-carbon transport and complements infrastructural measures by increasing the visibility and attractiveness of existing alternatives.

Methodology: The project integrated behavioural science frameworks (e.g., COM-B model, Nudge Theory) to identify capability, opportunity, and motivation drivers for change. Measures included motivational nudges, social proof via local role models, small-scale incentives such as reward-based mobility passes for schoolchildren, and analogue information cues (e.g., beer coasters with transport information in restaurants). Complementary digital actions were implemented through situational social media campaigns featuring trusted local figures, ensuring inclusivity across different age and digital literacy levels.

The project's implementation produced tangible behavioural outcomes and resulted in the development of a modular, cost-effective communication toolkit – including a step-by-step guide – that empowers other municipalities to replicate and adapt FAIRlagern measures within their own local contexts.

Drivers FAIRlagern emerged as a response to persistent mobility patterns in rural Austria, where private car dominance remains high despite available alternatives. The reasons include entrenched habits, low visibility of alternatives, and a default choice for the car. FAIRlagern was initiated to break these routines through situational communication measures.

Target group The project did not address classic demographic groups but rather all individuals in specific everyday situations where mobility decisions occur (e.g., parents planning school routes, residents making quick errands or visiting doctors). This situational approach increases message relevance and makes it easier to interrupt routines.

Target sector Mobility

Funding FAIRlagern was funded by the Austrian Climate and Energy Fund under the programme "Sustainable Mobility in Practice" (call 2023), total budget: 109,000 EURO.

Role of the EnR agency The Austrian Energy Agency acted as lead organisation: concept design, co-development of the communication toolkit, evaluation.

Expected impact Behaviour change in everyday contexts. High cost-efficiency with strong impact. Community engagement and greater acceptance of climate-friendly short-distance mobility by interrupting habitual car trips. Targets: Increase active school mobility by at least 20% in pilot schools (achieved: +28.3%). Develop low-threshold, replicable communication modules for municipalities. Social need: Improve quality of life, foster local identity and social interaction.

Behavioural insights Situation-based approaches lead to greater behavioural change than traditional demographic segmentation. Micro-triggers in everyday contexts are more effective than generic campaigns.

Impacts and outcomes

Key findings from the monitoring and evaluation | Neufeld: +28.3% increase in active school trips (reference day). Güssing: Higher awareness and use of the local demand-responsive taxi service (BAST). Eisenstadt: Over 70,000 impressions and 50,000 people reached on social media with a €140 budget. Strong social value: triggered community discussions, strengthened local identity.

Methodology to assess impact | Before-and-after observations (benchmark counts), social media analytics, and qualitative interviews with local stakeholders.

Key lessons learnt | Situational triggers are critical for change. Timing (e.g., leveraging holidays or routine breaks) boosts effectiveness. Combining analogue and digital elements enhances reach.

Replicability | High replicability potential thanks to the FAIRlagern step-by-step guide (available since 2025). The concept can be scaled to other municipalities and themes (e.g., leisure mobility).

Project website includes all material for download including a EN presentation https://www.klimafonds.gv.at/projekt/fairlagern/

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Decarbonized building stock scenarios

Hungarian Energy and Public Utility Regulatory Authority (MEKH)

Description The project is a branch of a research project, with a special focus on residential building operation. The project processed a previous questionnaire with a detailed set of questions on building use in the residential sector. Furthermore, results have been incorporated in a simulation framework to reveal the possible net energy demand reduction via a range of behavioural actions.

Drivers During the gas crisis in recent years in Europe, behavioural measures to reduce consumption became crucial. When rapid and effective solutions are required, behavioural actions are one of the most simple, widely-available and cost effective options. The project aimed at listing behavioural measures and their potential in net reduction of energy demand.

Target group Predominantly policy makers, providing tools to motivate the residential sector to reduce energy consumption. Results available for end-users.

Target sector Residential, Public space

Funding The project (no. K 142992) has been implemented with the support provided from the National Research, Development and Innovation Fund of Hungary, financed under the K_22 funding scheme.

Role of the EnR agency The EiBRGroup was the beneficiary of the project funding and is responsible for the coordination and the research of the project as well as the dissemination of the results. Project elements based on a previous questionnaire conducted with the help of REKK (https://rekk.hu/)

Expected impact The research aims at revealing possible behavioural actions to achieve heating energy savings in the residential sector, in order to support policymaking in case of a gas crisis event. It also supports households on their everyday decision making. Strength of research lies in the use of dynamic building performance simulation for the national residential building stock typology, providing results for the typical national residential buildings.

Behavioural insights The project has shown that human behaviour has a major impact on energy consumption. If proper value propositions are provided, the triggered actions can have a major impact on energy consumption, that can complement renovation schemes. However, these must respect thermal comfort and energy poverty aspects, that are currently under evaluation by the research group. Both the query and simulation results brought detailed insights in numerous questions related to building operations. Query revealed the 'as-is' scenario for residential building use, especially in questions, like: Under and overheating of housings / Heated floor area share of overall floor area. It also revealed actions typically used to mitigate gas consumption, like: Reducing heating setpoint, intermittent heating, reduction of heated floor area or spending less time at home. Simulation results revealed the potential mean savings with the reduction of heating setpoint and how simulation results compare to actual data. Full results available in the open access publication.

Impacts and outcomes

Key findings from the monitoring and evaluation | Results highlighted that behavioural actions are available on a wide range. The expected savings depend on how extreme the measures are. Consequently, behavioural actions that are available with no cost provide an effective set of tools for heating energy demand reduction both for everyday use and for extreme situations, like a gas crisis.

Methodology to assess impact | Results are planned to be validated with the help of national data on heating and cooling energy consumption, comparing simulation results (driven by typology and query) on a national level energy consumption for the residential heating sector.

Key lessons learnt | There is tremendous work involved to launch a thorough simulation framework in the focus area. Research experts should work to properly establish these bases as well, rather than starting simulations without the preparatory work. Furthermore, researchers are only funded to disseminate their works to experts. However, they have both the capability and the will to promote results in simplified terms to a more general audience. Efficacy of results could be heavily improved with funding targeting the communication of results to end users, yet it is critical that researchers are involved in this process as well.

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EV Dealership Awards

Sustainable Energy Authority of Ireland (SEAI)

Description SEAI began an Electric Vehicle (EV) Dealership Awards in 2022 to reward dealers who were promoting and recommending EVs. As part of the judging process, a mystery shopping exercise was completed. Other aspects including what training staff had received in EV sales, a website review to see if EVs were prominent on the site, and final sales of EVs were also reviewed. This programme has been ongoing since 2022.

The mystery shopping exercise was carried out on EV dealerships who were registered as part of the SEAI EV grant programme in Ireland. This looked at various questions such as what type of a car was a dealer recommending (EV /ICE), did they have the correct knowledge about EVs, did they take the time to understand the driving needs of the customer. A report was compiled following this exercise. This became the template for the next step which was the awards' programme.

A scorecard is provided to each dealership that takes part and if they apply each year the scorecard will show improvement or changes in score year on year. Improvements in dealers' approach to selling EVs has been seen over the last few years.

Drivers Ireland has targets to reach in decarbonising transport and increasing the number of EVs on the road. The selling of EVs is done at dealership level and SEAI wanted to understand how dealers were promoting or not promoting EVs, to help understand what education might be needed or additional support or incentives should be put in place. The main reason for the initial mystery shopping was to get a baseline as to where dealerships were in relation to selling EVs. While incentives for the purchase of EVs are available, the dealerships are the ones who are talking to potential customers and selling the vehicles.

From this came the EV Dealership Awards, open to all EV dealerships in the Republic of Ireland to apply. Each of the 26 counties had a winner announced. Their reward was a certificate and wall plaque promoting their win. There was also a winner from each of the 4 Irish provinces. These got a certificate and wall plaque along with a half page advert in a local newspaper and a radio advert about their win on a local station. The National winner got further advertising on radio and in an automotive magazine.

Target group Car dealerships were the main target group to encourage them to promote EVs, in order to help increase sales. Through the EV dealers the other audience is car buyers. Some potential car buyers needed to be educated on the benefits of EVs which dealers are well placed to do.

Target sector Transport

Funding Government funded

Role of the EnR agency SEAI managed the EV dealership awards via an external company for the mystery shopping and evaluation part. All other aspects of the awards' scheme are managed by SEAI.

Expected impact Ireland has a target to reduce its transport emissions by 51% by 2030. 175,000 passenger cars are to be EV by 2025 with 30% of the fleet to be electric by 2030. This award scheme rewards EV dealers who are proactive in promoting the sales of EVs.

Impacts and outcomes

Methodology to assess impact | The scorecards for each dealer are reviewed. Brand reports are also created to show how dealers of a brand stand against the national average. A national scorecard was also created to so show the change year on year. A post awards evaluation is sent to all dealers, however replies are low.

Mystery Shopping https://www.seai.ie/sites/default/files/publications/Electric-Vehicle-Mystery-Shopping-Study.pdf
EV Awards Page - https://www.seai.ie/events/ev-dealership-awards

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GUEST – Guesthouse Owners and Users Embarking on a Sustainable Transition

The Energy and Water Agency (EWA), Malta

Description The Energy and Water Agency developed the GUEST (Guesthouse owners and Users Embarking on a Sustainable Transition) project in order to focus specifically on guesthouses and thus provide a more tailored approach to address energy and also water management in such premises given that their setup and management might differ from other types of collective accommodations such as hotels. The project ended in February 2025.

Drivers Acknowledging that guests play an important role in the overall energy and water consumption within such premises, EWA addressed guests through welcome packs, including items to use of during the stay, with an energy or water awareness message to remind the guest that everyone has a part to play in sustainability.

Target group Guesthouse owners and tourists

Target sector Tourism

Guest
Guesthouse owners and Users Embarking on a Sustainable Transition

Role of the EnR agency EWA directly managed the project, providing energy and water audits within guesthouses in order to take stock of the current situation and identify possible areas of improvement. This individual approach allowed to hand-hold such operators in this transition by providing technical guidance, given that they do not usually have personnel with technical expertise.

Impacts and outcomes The provision of energy audits provided the guesthouse owners with a breakdown of the energy and water consumption and a list of improvement opportunities.

Key findings from the monitoring and evaluation | The project carried out energy audits in 28 guesthouses. These have identified savings in electrical consumption of up to 10% per annum which are estimated to be achieved by implementing a combination of the following fairly low-cost easy-to-implement recommendations:

- 21,817kWh – Flow reduction on water faucets
- 21,133kWh – Switching off / Adjusting set temperatures on water heaters
- 16,721kWh – Limiting AC Temperature
- Repairing / Replacing deteriorated AC copper pipe insulation
- Painting roofs with solar reflective paint.

Key lessons learnt | The GUEST project was designed by factoring in feedback from guesthouse owners (through a focus group). This was a positive aspect as it ensured that the project was tailor made for the type of businesses involved. Furthermore, the application to participate in the project was very simple and data collection from utilities was facilitated by the Agency. This minimized the effort required by the participants.

In view that the businesses involved were mostly family run, the owners were very busy as they were responsible for multiple tasks in the direct running of the guesthouse. Any correspondence had to be followed up (at times more than once) to get a response. The fact that the Agency adopted a single point of contact throughout the project ensured the establishment of a point of reference for the businesses. This contact was used by the businesses even after the project ended.

https://energywateragency.gov.mt/guest/

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6.6 Factsheets | Promotion and adoption of sustainable technologies

Promotion and adoption of sustainable technologies			
Green Urban Quarter	Greece	CRES	63
Community Energy Knowledge Hub	Hungary	MEKH	64
Measuring the effect of community based social marketing on the rate of application for home energy upgrade grants in Ireland	Ireland	SEAI	65
Vulnerable Households Scheme	Malta	EWA	66
GO-e	Netherlands	TNO	67
Innovation through the eyes of heat technicians: needs and experiences on scaling up hybrid heat pumps in residential buildings	Netherlands	TNO	68

Green Urban Quarter

CRES, Centre for Renewable Energy Sources

Description The Green Urban Quarter Pilot Project aimed to transform a residential block in Agia Varvara, Athens, into a nearly zero-energy neighbourhood by applying energy-saving techniques and integrating renewable energy technologies. It targeted low-income households and used questionnaires, videos, and guidance materials to raise awareness and influence specific energy behaviours. Behavioural insights focused on daily habits, perceptions of comfort, and understanding basic energy concepts.

Drivers The pilot was implemented to apply the European Directive on energy efficiency in buildings within a real-life residential setting, aiming to address energy inefficiencies in older apartment complexes in Athens. It sought to improve the living conditions and overall quality of life for low-income residents by reducing their heating and cooling costs. Additionally, it aimed to foster more sustainable energy habits through the creation of a "living citizens' laboratory," encouraging residents to actively engage with and improve their energy behavior.

Target group Low-income households.

Target sector Residential

Funding The project is co-financed by Greece and the European Union, under the Operational Programme "Infrastructure, Transport, Environment & Sustainable Development" (ΥΜΕΠΕΡΑΑ), part of Greece's EU Cohesion funding framework.

Role of the EnR agency The project is jointly implemented by the Hellenic Centre for Renewable Energy Sources and Saving (CRES / ΚΑΠΕ) in close collaboration with the Municipality of Agia Varvara, ensuring both technical coordination and local engagement.

Expected impact The central goal was to improve the buildings' energy efficiency and cover a significant portion of their energy needs for heating, cooling, domestic hot water, and electricity through renewable sources. The project aimed for a 60% reduction in primary energy consumption by improving the building envelope, while also motivating supply chain actors and ensuring quality control in refurbishment.

Behavioural insights The project focused on specific resident behaviours that influence energy consumption, such as daily habits, understanding of energy concepts, and perception of comfort. Behavioural tools included questionnaires, discussion sessions, videos, and guidance materials. Monitoring involved pre- and post-measurements and energy behaviour lessons.

Insights gained highlighted that the energy behaviour of building users is a critical factor in the success of any energy renovation — even the

"greenest" buildings can consume a lot of energy if users do not know how to operate them efficiently. Financial incentives were found to be stronger motivators than environmental concerns, and involving children proved effective in influencing parental behaviour.

Impacts and outcomes The project helped residents understand how their daily habits affect energy use and improved their perception of comfort and energy efficiency. Monitoring showed that behaviour change was essential to achieving the intended energy savings. The project demonstrated that awareness and education are critical components of successful energy renovation.

Key lessons learnt | Lessons learnt include the importance of tailoring messages to financial motivations and involving children in awareness activities.

Replicability | The project is replicable in similar building stocks, and its approach to accessibility and inclusion makes it suitable for broader application.

Community Energy Knowledge Hub

Hungarian Energy and Public Utility Regulatory Authority (MEKH)

Description The Community Energy Knowledge Hub (Közösségi energia Tudástér) was set up as part of the SHAREs programme, which aims to support "local heroes" in setting up or expanding energy communities. The Community Energy Knowledge Hub (The Gateway) acts as a one-stop-shop for energy communities and initiatives, supporting local heroes in setting up or expanding energy communities and promoting conscious energy consumption.

Drivers The programme was developed under the SHAREs project. The Community Energy Knowledge Hub came from a need to support community-led energy initiatives, and to address energy poverty and overconsumption due to fixed energy prices.

Target group Citizens who are willing to spend time to form a community energy initiative or an energy community (i.e. "Local heroes").

Target sector Residential, Local Authorities

Funding Funded by the Horizon 2020 SHAREs project.

Role of the EnR agency As the Hungarian partner of the SHAREs consortium, MTVSZ (National Society of Conservationists, Friends of the Earth Hungary) was the Hungarian partner responsible for adapting the Gateway Blueprint, translating materials, and maintaining the website.

Expected impact The Gateway is designed to reduce energy consumption and raise awareness of energy-saving behaviours among residents, SMEs, and local authorities. It also aims to foster the development of energy communities that deliver social, economic, and environmental benefits. The project aspires to extend its impact beyond Hungary by sharing its Blueprint with other countries interested in replicating the model.

Behavioural insights The project employed bilateral coaching and energy consumption mapping at 15-minute intervals to guide behavioural change. It considered key behavioural factors such as the tendency for overconsumption due to fixed energy prices and the challenges faced by vulnerable groups in managing energy costs without compromising their quality of life.

Impacts and outcomes Although formal monitoring and evaluation were not conducted, the project has had a significant influence on community energy engagement in Hungary. MTVSZ, the Hungarian partner, continues to maintain and update the Gateway, ensuring its relevance and accessibility.

Key lessons learnt | Lessons learnt include the importance of adapting materials to national legal frameworks and providing ongoing support beyond the initial project phase.

Replicability | The SHAREs Blueprint is being promoted for replication in other countries.

Project website: https://tudaster.kozenergia.hu
SHAREs project: https://shares-project.eu

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Measuring the effect of community based social marketing on the rate of application for home energy upgrade grants in Ireland

Sustainable Energy Authority of Ireland (SEAI)

Description Community based social marketing (CBSM) techniques were applied in organising two retrofitting information events held in May/June 2023 in a pre-defined intervention area. Events were promoted by and involved local community organisations. In Ireland, grants for retrofitting homes with energy upgrade measures are available from the Sustainable Energy Authority of Ireland. Improved energy efficiency of households is an important aspect of Ireland's climate emergency related targets. In a secondary, supplementary analysis, SEAI also observed the extent to which various barriers and reasons to retrofit are impacted by attendance at the CBSM events using the administration of two optional surveys. The programme has now ended.

Drivers Barriers to retrofitting include a lack of understanding about retrofitting and the process, and a lack of awareness of grant availability. Community based social marketing (CBSM) might be an effective way of increasing uptake because it addresses several barriers at once. It effectively promotes awareness and understanding of an issue while making it local and bringing together all relevant actors in a room at the same time.

Target group Homeowners

Target sector Residential

Role of the EnR agency SEAI managed the programme.

Expected impact To assess the effectiveness of this intervention on rates of retrofitting in Ireland, SEAI compares the rate of retrofitting grant applications from the intervention area (marked out in advance) to the rate of applications in two predetermined control areas that did not host events and that are matched to the intervention areas in important respects.

Impacts and outcomes The scheme had a very large and clear effect on people's understanding of different aspects of retrofitting their home. It also reduced the perceived barriers of not understanding the process and hassle.

Key findings from the monitoring and evaluation | Results from surveys conducted before/after the events suggest they had a large effect on people's understanding of the retrofitting process and options available, but there was no significant difference in people's stated likelihood of carrying out a home energy upgrade before and after the event. This was later supported by analysis of retrofit grant applications 1 year after the events - rates of grant uptake were not significantly higher in the areas surrounding the events than in other pre-selected "control" areas.

Methodology to assess impact | The outcome variable is the number of owner-occupied homes that make retrofit grant applications as a proportion of the total owner-occupied homes in the regions. SEAI compares the proportion of owner-occupied homes in the regions pre and post intervention and compare the difference between intervention and control groups a year after the intervention has finished. Data was collected from a database of grant applications a year after the CBSM events have taken place.

Key lessons learnt | The scheme had to be scaled back from original plans due to cost considerations so there was less follow up with the community than originally planned, which likely weakened the intervention. However it remains likely that the biggest barrier to retrofitting for the households was cost, which the intervention did not address in and of itself.

https://oecd-opsi.org/bi-projects/measuring-the-effect-of-community-based-social-marketing-on-the-rate-of-application-for-home-energy-upgrade-grants-in-ireland/

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Vulnerable Households Scheme

The Energy and Water Agency (EWA), Malta

Description The Vulnerable Households Scheme is a national initiative in Malta and Gozo, launched in 2017 and still ongoing. It aims to support vulnerable households by replacing faulty or inefficient appliances, such as washing machines, fridge freezers, and air conditioning units, with more energy-efficient alternatives. This not only improves living conditions but also helps reduce water and electricity bills.

Drivers The scheme was developed to empower and build resilience among the more vulnerable strata of Maltese society. It addresses social hardship while promoting sustainable energy and water use, aligning with national goals for inclusive and efficient resource management.

Target group Vulnerable people including, but not limited to, single parents, low income households and the elderly.

Target sector Residential

Funding National budget

Role of the EnR agency The Energy and Water Agency is responsible for the design and management of this scheme.

Expected impact The programme seeks to assist and educate vulnerable individuals in managing utility costs and improving their home energy efficiency. On a broader scale, it aims to reduce water and electricity consumption nationally, contributing to environmental and social sustainability.

Behavioural insights The scheme incorporated several behavioural techniques, including site visits, water and electricity audits, technical advice, media campaigns via TV and radio, and printed handouts. These tools were designed to inform and guide households toward more sustainable consumption habits.

In designing and delivering the programme, several behavioural factors were considered: the level of education and knowledge of different households, their standard of living, cultural influences, and health-related aspects. These factors shaped the approach to communication and support, ensuring it was tailored to the needs and capacities of the target audience.

Impacts and outcomes

Monitoring | Conducted through follow-up interviews and pre-and post-measurements, although a range of factors which adversely impact consumption behaviour hinders good evaluation. This monitoring and evaluation exercise is being studied in order to identify a simpler means of providing quantitative results.

Outcomes | In most cases, there were improvements in the way water and electricity was consumed. However, in many cases, the home environment of the households targeted by this scheme inhibited them from improving consumption behaviour and, in certain cases, adhering to the effective operational practices of the appliances provided.

Impacts | The scheme has improved standards of living and increased awareness of energy and water use; and supported personal growth of vulnerable segments of society.

Key lessons learnt | Improvement of tailoring procurement procedures to better serve vulnerable groups.

Replicability | While replication is not currently planned, the model offers valuable insights for similar initiatives.

https://energywateragency.gov.mt/vulnerable-households-scheme/

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GO-e

TNO, Netherlands Organisation for Applied Scientific Research

Description During this project, the authors explored whether citizens are willing to provide flexibility in their energy useage, and what motivates them to do so.

Drivers On the road to a sustainable society in which demand for electricity continues to grow, the built environment in the Netherlands faces a major electrification challenge. We need to use electricity more flexibly, intelligently and efficiently.

Flexibility arises when the use or generation of electricity can be varied over time, by both consumers and businesses. These groups are central to the design of the flex services and products in GO-e.

The objectives of GO-e are to demonstrate whether and how flexibility can be an alternative to upgrading the electricity grid and to develop system solutions and scalable flexibility services to ensure sufficient flexibility is available in the built environment in the future.

Target group All

Target sector Residential

Funding This project is being carried out with a Top Sector Energy Subsidy from the Ministry of Economic Affairs and Climate Policy, implemented by RVO, the Netherlands Enterprise Agency.

Role of the EnR agency RVO implements the subsidy. TNO was the Coordinator of the project. TNO worked on the consumer perspective of flexibility.

Expected impact The goal is to encourage citizens to change the moment of their energy usage, e.g. postponing charging their EV, heating their heat pump. Also we would like them to use as much of the electricity they produce with their solar panels. Large-scale flexibilisation of our electricity consumption can only succeed if end users participate on a large scale. Therefore we need to know what drives people, which barriers they experience and what triggers could be used so that people will change the moment of their energy usage.

Behavioural insights People were asked with the help of an experience sampling tool (brief questions during their daily lives) whether they were prepared to provide flexibility at that specific moment in time. If so, they indicated why they were prepared to do this (financial incentive, altruistic motive, biospheric motive).

Impacts and outcomes

Findings| Respondents are very willing to supply flex. In 80% to 92% of situations in which flex could be unlocked, respondents are willing to supply flex. However, these percentages of flex unlocking are not currently feasible in practice because not all participants in this study own or use all assets (heat pump, PV, EV, or home/neighborhood battery).

The selfish value (financial rewards) is the most frequently chosen main reason for providing flex. The amount of the reward or savings has little to no influence on the willingness to provide flex. Biospheric value is, after selfish value, the second most important motivation. Altruistic value has the least influence on the willingness to provide flex.

Key lessons learnt | The design of the scenarios for the experience sampling study took more time than expected. The participation in the experience sampling was high; this was a positive surprise.

The insights can be used by DSO's and energy providers for the design of flexibility services.

Innovation through the eyes of heat technicians: needs and experiences on scaling up hybrid heat pumps in residential buildings

TNO, Netherlands Organisation for Applied Scientific Research

Description This project explores the experiences and needs of installation and service technicians in the Netherlands as they adapt to innovations aimed at scaling up hybrid heat pump installations in residential buildings. It focuses on how these innovations—such as task division, prefab systems, digitalisation, and remote asset management—affect technicians' work satisfaction, efficiency, and engagement.

Drivers The project was undertaken in response to the urgent need to accelerate the installation of hybrid heat pumps to meet Dutch climate goals for a carbon-neutral built environment by 2050. As installation companies transition from gas-fired systems to sustainable technologies, understanding the perspectives of technicians—who are central to implementation—became essential for ensuring successful and scalable adoption of these innovations.

Target group Heat pump installers and technicians

Target sector Residential.

Funding Unknown.

Role of the EnR agency Unknown. TNO led the research, conducting fieldwork and analysis to understand technicians' experiences with hybrid heat pump innovations and to develop practical recommendations for scaling up their adoption.

Expected impact The study aimed to identify how innovations in installation processes could improve efficiency and technician satisfaction, ultimately supporting the broader rollout of hybrid heat pumps. By gathering insights directly from technicians, the project sought to inform policy and practice recommendations that would enhance the effectiveness and appeal of these technologies, while maintaining high-quality service and technician engagement.

Behavioural insights

The project applied qualitative behavioural research methods, including grounded theory and thematic analysis, to understand technicians' values, motivations, and concerns. Key behavioural insights included the importance of autonomy, variety, and social interaction in job satisfaction, as well as the influence technicians have on residents' decisions about heat pump adoption. These insights informed recommendations to preserve meaningful work, ensure effective communication, and support behaviourally-informed policy design.

Impacts and outcomes

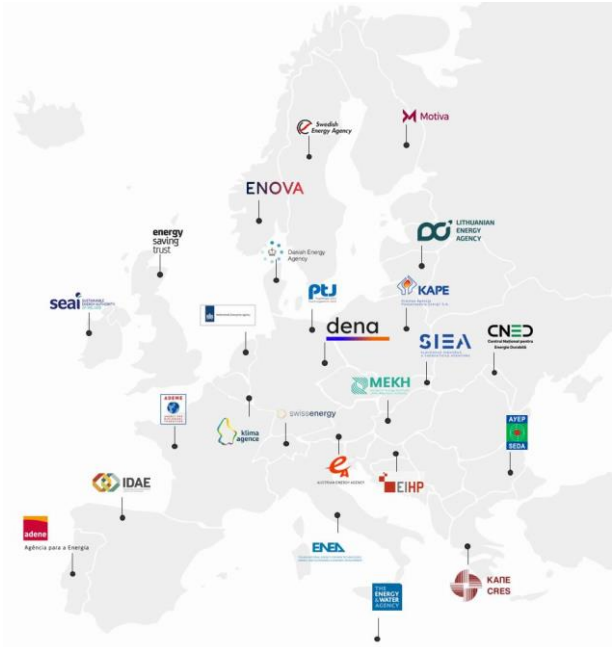
The study revealed that while technicians appreciate the sustainability and technical aspects of hybrid heat pumps, they face challenges such as increased installation time, physical strain from heavier prefab units, and frustration with poorly functioning digital tools.

Key lessons learnt | Lessons learned include the need to involve technicians in innovation design, safeguard their autonomy and social contact, and provide adequate training for both field and office staff.

Replicability | The findings are highly replicable in other contexts where technician engagement is critical to the success of energy transition technologies.

About EnR European Energy Network

The **EnR European Energy Network** is a network of national energy agencies in charge of national research, development, demonstration and dissemination programmes in the fields of energy efficiency, renewable energies and the fight against climate change. Comprising 25 member agencies representing EU countries, Norway, the UK, Switzerland and Moldova, the EnR Network strengthens cooperation between member agencies and other European actors (European Commission, European Investment Bank, etc.) on all issues relating to sustainable energy. A network at the forefront of Europe's efforts to improve energy efficiency, increase the use of renewable energies and mitigate the effects of climate change, as part of a just transition approach.



EnR offers many advantages to its members, which it also makes available to other organisations, institutions and actors interested in sustainable energy at the European level:

- A first point of contact for dialogue with national energy agencies throughout Europe.
- Practical experience in implementing government policies.
- Deep understanding of market and consumer needs in our respective countries.
- Unique, impartial, expert perspective considering issues through the prism of all our members.
- Promotion of European leadership in energy transition on the global stage.

EnR activities are organised around 4 key areas:

- Exchanging best practices in implementing energy management policies within the EU and internationally.
- Exchanging information and experience to increase the effectiveness of members and the impact of their actions in terms of energy efficiency and the use of renewable energies.
- Mobilising members' expertise to assess and analyse the implementation of European energy management directives and policies.
- Providing a pan-European platform to support, assist and advise the European institutions on energy and climate issues.

9 Working groups enable EnR members to discuss their respective issues and experiences and enhance their expertise in order to operate as effectively as possible at national and European level:

- Buildings
- Behaviour Change
- Transport
- Industry & Enterprises
- Water-Energy Nexus
- Renewable Energy
- Monitoring Tools
- Labelling & Eco-Design
- Energy Efficiency

Further information

https://enr-network.org/ @EnR_Network european energy network (enr)